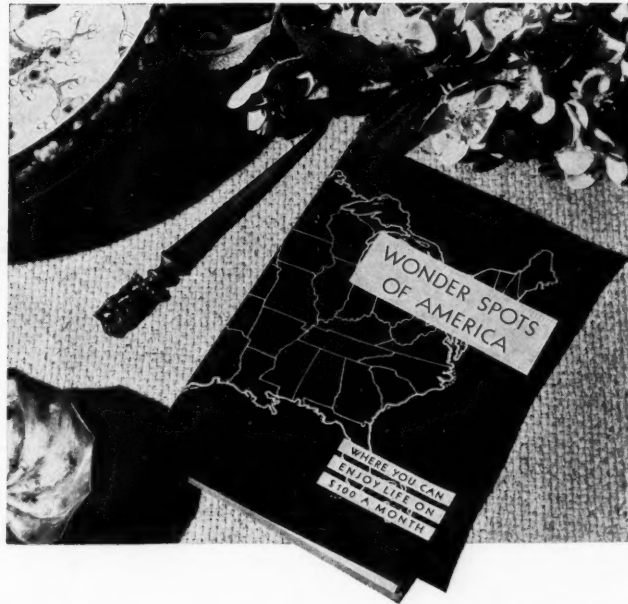


The NATIONAL UNDERWRITER

Life Insurance Edition

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CAPITALIZING THE ADVERTISING

"On \$100 a month you can live here—By the Sea." Thus starts a typical Northwestern Mutual "Wonder Spot" magazine advertisement, part of a national campaign arousing the interest of people everywhere.

A handsome booklet, "Wonder Spots of America", is the connecting link through which agents are capitalizing on this campaign. Striking in appearance, with its rich, brown, velour-like cover; it

is worthy to grace any home or library. Representative wonder regions from coast to coast are described within its thirty-two pages.

Agents are using this booklet with proven success to qualify prospects through centers-of-influence, and to help build interest and enthusiasm for the Northwestern Mutual plan of creating a lasting income for leisure and for life.

THE NORTHWESTERN MUTUAL
LIFE INSURANCE COMPANY

MILWAUKEE, WISCONSIN

FRIDAY, SEPTEMBER 20, 1935

3rd Day

vs Sessions

T. B. COFFIN
Mutual Life

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"I'M confident I shall make good because I have such a wide acquaintance," say many salesmen who enroll in our training school.

Friendships may help to keep a man in the business a few months; but when his list of friends is exhausted — what then?

A successful life insurance career cannot be based upon friends and acquaintances alone. A salesman must have other means to widen his circle of activities.

Realizing this, the Phoenix Mutual Life Insurance Company has spent years in developing various ways of helping its salesmen to broaden their opportunities for business. One way is National Advertising which has been carried on successfully for more than a decade.

As a result, it is not unusual for Phoenix Mutual salesmen to write: "This man has been reading our advertisements for months and I closed him for \$10,000 on the first interview." Another typical comment is: "I like National Advertising leads because the sales generally are made to persons whom I have never met and probably would not have approached. One sale leads to another and very soon I find myself with an entirely new list of prospects."

National Advertising, and other sales helps, combined with the Company's reputation for employing only full-time men who have been carefully selected and thoroughly trained, are continually making it easier for Phoenix Mutual men to secure interviews and make sales.

PHOENIX MUTUAL LIFE INSURANCE COMPANY of Hartford, Connecticut

The National Underwriter

LIFE INSURANCE EDITION
A WEEKLY NEWSPAPER OF LIFE INSURANCE

Thirty-Ninth Year—No. 38

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 20, 1935

\$3.00 Per Year, 15 Cents a Copy

Lowest Interest Earning Expected

Showing in Forthcoming Annual Statements May Affect Dividends

TAXATION VITAL FACTOR

Pension and Unemployment Provisions in Social Security Act Taken into Consideration

NEW YORK, Sept. 19.—Barring a financial miracle, the 1935 annual statements will show the lowest net interest earnings life companies ever have reported. As reflected in 1936 dividend schedules of participating companies, this low interest level probably will mean quite a few revisions. Not all these changes necessarily will constitute a general reduction in dividends.

Some companies which met the depression by making a flat percentage cut in all dividends may already have their total dividends gauged about right. These may merely consider it desirable to revise their scales so that each type and duration of policy will receive its own equitable share of savings from loading, mortality, and interest.

Main Change in Interest

Mortality and expense savings have not changed greatly. The big change is in the interest rates. This means that policies with relatively larger reserves, either because they have been in force longer or because they are of the investment type, in fairness should take greater dividend cuts than policies of shorter duration and those tending more toward the ordinary life or term category.

One prominent company in computing its 1935 dividend scale last year made use of an ingenious and painless method of making a slight cut in total dividends. Each policyholder was scheduled to receive the same dividend as during the previous year. Thus, total dividend payments were reduced, yet no one received less this year than he did last.

Tax Factor Important

Increased taxes and the possibility of still further increases must be borne in mind in fixing dividend scales. The increase on corporation income taxes enacted at the last session of Congress will alone cause the life companies of this country to pay a total of about a million dollars a year in federal income taxes over and above what they already pay.

Premium taxes have been increased here and there and the policyholders in the low-tax states must share the burden imposed by the high-tax states, where the levy is sometimes as high as 3 percent. Many companies have pension plans for their employees, so that

(CONTINUED ON PAGE 22)

C. A. Palmer Is Reelected Head of Advertising Body

ANNUAL MEETING AT RYE, N. Y.

Varied Program Was Offered to the Members of the Insurance Conference

By DOROTHY B. PAUL

WESTCHESTER COUNTRY CLUB, Rye, N. Y., Sept. 19.—At the annual meeting of the Insurance Advertising Conference, C. A. Palmer, Insurance Co. of North America, was reelected president; A. A. Fisk, Prudential, vice-president, and A. H. Reddall, Equitable Life of New York, secretary and treasurer.

The members of the executive committee are R. C. Dreher, Boston and Old Colony; S. F. Withe, Aetna Casualty; W. L. Lewis, Agricultural, and C. J. Fitzpatrick, United States Fidelity & Guaranty.

The conference opened here Monday. President Palmer presided over the general business sessions where reports of officers and committees were heard. The financial report presented by Secretary-Treasurer Reddall showed an increase in the resources. The membership committee report given by J. W. Mason, London Assurance, revealed a net gain of seven members, the conference now having a total membership of 121. As R. G. Richards, Atlantic Life and chairman frontier safety committee, was not present, D. W. Gibson, Maryland Casualty, read his report, which reviewed the history of the committee's activities and the effective work it has done in the past four years.

Standards of Practice

H. H. Putnam, John Hancock, reported for the standards of practice committee, stating that several national magazines have agreed to decline advertising from non-licensed companies and a law has been passed in Ohio not only forbidding such advertising in local papers but also restraining the circulation in that state of any outside publication carrying it. Following the other reports given, the present officers were renominated.

The members separated into group sessions. At luncheon a resolution presented by Mr. Putnam was adopted pledging members to support the campaign for highway safety which is now

Commissioners Group Meets in Conference at Memphis

TWO COMMITTEES ANNOUNCED

President Sullivan Met with Thirteen Southern Officials to Talk Over Taxation Subject

MEMPHIS, TENN., Sept. 19.—President W. A. Sullivan of the Insurance Commissioners Convention met with 13 southern commissioners here to discuss with them the matter of taxation. The commissioners apparently reached a very constructive decision and appointed committees to report to the convention at the New York December meeting. President Sullivan was well pleased with the constructive program adopted by the southern states on the matter of examination of companies. While he did not give out a public statement on the matter of examinations he did announce his appointment of two of the most important committees of the convention. They are as follows: examinations: Read, Oklahoma; Holmes, Montana; Tobin, Tennessee; Hunt, Pennsylvania; Bates, Idaho; Gough, New Jersey; Earle, Oregon; Murphy, Iowa; Blackall, Connecticut; O'Malley, Missouri; Ketcham, Michigan; Boles, Virginia; Julian, Alabama. Valuation of securities: Pink, chairman, New York; McClain, Indiana; Gentry, Arkansas; Gough, New Jersey; Carpenter, California; Boney, North Carolina; Earle, Oregon; Hunt, Pennsylvania; Palmer, Illinois; Smith, Jr., Utah.

General problems confronting insurance department heads were discussed. Although no definite statement was made it is understood that the principal discussion dealt with the placing of examinations of companies more generally under the jurisdiction of the National Convention of Commissioners, rather than leaving this function to the individual states.

President Sullivan is holding similar meetings throughout the country. Insurance department heads from the following states were present: Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, Kentucky, Oklahoma, Tennessee, Texas and Virginia.

being conducted. L. R. Palmer, conservation engineer, Equitable Life of New York, spoke on "It Would Pay to Advertise Safety."

A. W. Nelson, National Board of Fire (CONTINUED ON PAGE 22)

Trusteeship Is Basic Principle

President Behrens of Continental Assurance Stresses Need for Confidence

POLICYHOLDERS ARE FIRST

Dr. H. W. Dingman Pointed Out the Pressing Need of Saving Life Insurance After Written

The Continental Assurance of Chicago is commemorating 24 years of progress by an agency convention at the Edgewater Beach Hotel in Chicago this week. On Wednesday there was a preliminary meeting of general agents and managers. Vice-president G. F. Claypool opened the meeting Thursday morning. Luther Moore of Dayton, O., conveyed the greetings from the general agents and F. G. Bray of the Travelers at Chicago extended the welcome from the Chicago Life Underwriters Association.

President Behrens' Address

President H. A. Behrens of the Continental Assurance gave the chief address Thursday morning. He said that it should be the object of the management to continue to make a company an institution which commands the maximum of confidence and respect. A life company, he says, is an institution of trust and acts primarily as trustee for its policyholders. This relationship requires the realization that the officers and agents are trustees and that their own interests must always come second to their duty to those who trust them. He said that the management must have and hold a sense of trusteeship with all that it carries with it of self-elimination and self-sacrifice.

Building of a Great Company

To build up a great life company means the building of an institution best able and willing to carry out the trust imposed in it by policyholders. The individual policyholder is very definitely interested in knowing how well the trust he has created will be discharged. President Behrens said that no one should make the mistake of concluding that rapid increase and mere size are proofs of greatness. It is of course a manifestation of faith in the institution and confidence in the ability of the management. Mere size, however, he added, as the world has learned to its sorrow, does not measure accomplishment nor does it indicate real service. He said the fidelity with which a management discharges each trust the insuring public imposes in it must be the measure of its greatness and success. Mr. Behrens said that the first fidelity purpose begins with the conscientious work of the agent and it continues through the home office in the careful

(CONTINUED ON PAGE 11)

CONVENTION DAILIES THIS WEEK

The National Association of Life Underwriters is holding its annual convention at Des Moines this week. Special daily issues are being sent to subscribers of The National Underwriter from the convention city, so that the reports of the meetings will not be duplicated in this issue.

The National Underwriter has a large staff on hand at Des Moines, so that the subscribers are not only getting the splendid talks, but the special high lights and features as well. The editorial staff includes Levering Cartwright, Frank A. Post, John F. Wohlgenuth and Robert Rose, while the business staff has a display booth, being manned by O. E. Schwartz, Roy W. Landstrom and Robert J. Chapman.

Social Security Law Conceded to Be Good But Inadequate Provision

NEW YORK, Sept. 19.—There is so much "gravy" in the form of government subsidies to employer and employee in the social security act's contributory annuity program that the practical importance of any possible amendment to permit private pension plans as substitutes for the government's threatens to shrink to the vanishing point.

The federal government's share of the ante, particularly at the older ages of entry, is so large that group pension men are finding that few customers would be willing to turn it down when their only reward for doing so would be the pride of having a system independent of the government.

Private Plans Little Affected

Thus, whether an amendment like Senator Clark's, which was defeated when the social security bill passed, goes through at the next session of Congress or does not, it would seem to have little effect on the private pension plan picture.

For the long haul, the future of pension plans underwritten by life companies is regarded as bright. For the immediate future, employers are so uncertain of what lies ahead in the way of all types of taxes, and other New Deal regulations, that they are unwilling to commit themselves on supplementary pension plans which will be needed if the more valuable type of employee is to be retired on something more than the subsistence wage which the social security act provides for employees generally.

Pension Seen as Inadequate

Under the government plan, a \$250 a month man would have to start work before age 25 in order to retire at 65 on even one-third of his pay. It is generally felt that 50 percent of such a man's pay is the very least that a retirement program should provide for him.

What the employer and employee lose by not taking advantage of all that the government offers may be seen in the case of a man earning \$100 a month at the inception of the plan, when he is 60, who will retire at 65 under the government's plan, receiving \$17.50 a month. During the five years the employee will have contributed \$72 and the employer will have paid in a like amount. For the same benefit in a private company the same employee would have to pay more than \$200 in the five year period

and the employer would have to pay more than \$1,500.

Even in the case of a man aged 40 at the inception of the plan, who would retire at age 65 on an income of \$37.50 a month, during the 25-year period the worker and the employer would have paid in a total of \$720 each under the government plan. The same benefit in a life company plan would cost the employee about \$1,000 and the employer about \$2,000.

Supplementary Pensions

Group pension men feel that once American business men feel able to estimate with some accuracy how much of their receipts are going to be taken away in taxes of one kind or another, they will be quick to see the desirability of providing adequate supplementary pensions for their key personnel group. For the present, the lack of opportunities for selling supplementary plans to new buyers is giving pension experts a needed breathing spell in which to attend to the urgent task of arranging existing company-underwritten plans so that they will dovetail smoothly with the government plan when the latter goes into effect.

McANDLESS GIVES VIEW

In a message to field men, Vice-President A. J. McAndless of the Lincoln National Life, says that the passage of the social security act with its old age provisions, raises an important question. What will be the reaction

upon life insurance now in force and upon prospective new business? His conclusions are:

"The answer to this question depends essentially upon the fact that the act was in no way designed to supplant life insurance. Its purpose is, first, to extend broadly but one of many insurance features, namely, the retirement income. In the second place, it provides mere subsistence income. The theoretical maximum which can be obtained by any person is \$85 a month after 45 years of service at a continuous salary of \$250 per month. The practical maximum is much less than the theoretical. In the third place, the coverage is extended only to those gainfully employed, excluding from benefits such large groups as agricultural workers, the self-employed (owners, operators of business and professional men), teachers, governmental and institutional employees. Finally, being a long term project and a plan providing income for the future, its full benefit can be enjoyed only by the youth of the present generation.

How Life Insurance Differs

"It is not to disparage such legislation to mark the essentially different character of life insurance. The latter is a definite contract drawn to cover individual needs for particular purposes. There is provided in the life insurance contract what is unavailable under the social security scheme—a maximum death benefit as an estate, a continuing income to dependents, endowments as investments and for educational purposes, protection of business interests, and so on. In addition there are flexible

settlement provisions such as the emergency options which provide loan and cash values when such funds are needed. The surpassing advantage of the life insurance contract, of course, is the most assurance of security and profit for the insured and his beneficiary.

"We conclude then that ordinary insurance in force should not be affected by the social security act. To the contrary, the act as a supplement to ordinary life insurance, thereby endorsing many of the principles for which life insurance stands. As for new business, by and large, this legislation will have no influence on the market for the product you sell."

RHODES STATES VIEWS

MADISON, WIS., Sept. 19.—"The Federal Social Security program, the underlying principles of which we are all fully in accord with, is not a substitute for life insurance and annuities," W. C. Rhodes, president of the Madison Association of Life Underwriters, declared in a talk to that organization. "Regardless of the success of the federal plan, the benefits provided are not large enough to meet the needs of all classes of society. 'The impelling need for life insurance protection and income for families of America in the event of premature death continues and can be met only through life insurance,' said Mr. Rhodes. 'The government plan lacks the flexibility of privately purchased annuities, which are available to all classes and in various forms, and which can be suited to individual needs and desires. 'There should be no conflict between the social betterment program thus initiated and the institution of life insurance as a private enterprise. Social insurance is not intended to take the place of life insurance and annuities, but rather to supplement it among those who are handicapped and among the victims of industry and those unable to care for themselves."

Question of Proceeds Route Discussed by General Agent

E. McWill Summers, Marietta, O., general agent Provident Mutual, comments on a recent article published in THE NATIONAL UNDERWRITER, Aug. 23, taken from the Travelers "Protection," which dealt with the question of what becomes of the proceeds of a life and accident policy where both husband and wife are killed in the same accident. Mr. Summers says in his comment:

"The article relates that the common pleas court at Columbus, Ohio, has been asked to decide whether the husband or wife died first in an automobile accident, as the distribution of proceeds of an insurance policy hinges on the answer. Continuing, it states that the husband and wife were killed in the same accident and that the policy was on the life of the husband and the wife named as beneficiary, if living at time of his death, otherwise the proceeds are to be paid to insured's estate.

Diamond Life Bulletin Service

"It would appear to me that this article may be of interest in states other than Ohio, but when the article states that procedure is pending in the Columbus, Ohio, courts it would appear to me that this was all uncalled for.

"Let me refer insurance representatives to 'What the law will do to your estate' published by the Diamond Life Bulletin service and pertains only to an estate in Ohio and I feel from my inquiry in connection with this Ohio legislation that it was made a law in Ohio for the purpose of deciding such cases as is referred to in this article. We quote what we understand to be Ohio laws of descent and distribution

pertaining to simultaneous death as follows:

"When no evidence of order of death of two or more persons, no one of them shall be presumed to have died first, and estate of each shall pass and descend as though he had survived the other or others. When surviving spouse or other heir at law or legatee dies within three days after date of death of decedent, or within thirty days if such death resulted from a common accident, 'estate of such first decedent shall pass and descend as though he had survived such heir at law or legatee. Provisions of this section shall prevail over the right of election of a surviving spouse.'

"I would feel that an ordinary layman could interpret this Ohio law to mean that where the beneficiary's death resulted from an accident that she must live beyond 30 days in order for her estate to receive, otherwise the proceeds of the policy is due the estate of the insured. Again, if the beneficiary's death is contributed otherwise than to accident, she must live more than three days beyond the death of the insured that her estate may be entitled to the proceeds of the policy.

Feels Mind Should Not Be Disturbed

"I take the liberty of addressing you on this subject for the reason that I serve in the capacity of general agent and there is scarcely a day but what we have to construe these interpretations to the insurance public because the field seems to be full of insurance representatives that are telling policyholders about the great danger of them both being killed in an automobile accident. In many cases and perhaps

in some states this question may be of great importance but I feel particularly in cases of small policyholders that insurance representatives in Ohio are in many cases doing an injustice to this class of a policyholder by getting him all disturbed on a question that he does not understand and in many cases the insurance representatives do not understand, because most of these small policyholders cannot place the proceeds of a small policy under an income in lieu of the fact that the entire proceeds are needed for a clean-up fund. We must also keep in mind that where the proceeds of a policy are payable under an option agreement that the first installment is due immediately upon death of the insured in place of being due one month after death of the insured. In many cases this places an option agreement in the same position as where the proceeds are payable in a lump sum, unless the proper contingencies are cared for."

Life Insurance Week of 1936 Is Set for May 11-16

S. T. Whatley, vice-president of the Aetna Life and chairman of the Life Insurance Week committee for 1936, announced at the annual meeting of the National Association of Life Underwriters at Des Moines that the time, May 11-16 had been selected for the special week for 1936.

T. M. Riehle Is Escorted in Horse and Buggy Daze

DES MOINES, IA., Sept. 19.—Des Moines members of the National Association of Life Underwriters obtained their revenge on critics at the Milwaukee convention of the association last year, for calling Des Moines a proposed national convention site a "hick town." President T. M. Riehle of New York was met at the train on his arrival here for the big meeting this week, with an old-fashioned horse-drawn phaeton. In this ancient vehicle and garnished with a driver in uniform and six-gallon hat, rode Mr. Riehle to his hotel. He was accompanied by C. E. Brown, president Des Moines Association of Life Underwriters, and W. E. Lewis, a Des Moines association member, was the driver. Local citizens viewed the spectacle with much astonishment.

A. M. Best Urges Drastic Measure

Claims Life Insurance Should Rid Itself of Unsound Companies

TALKS TO THE "AD" MEN

Finds That Conditions in Fire and Casualty Have Greatly Improved in Recent Years

RYE, N. Y., Sept. 19.—At the annual meeting of the Insurance Advertising Conference here this week, Alfred M. Best of New York City, discussed the menace of unsound insurance and took up the question of how honest advertising can combat it. He said that from accurate knowledge he could make the unqualified statement that the insurance business as a whole is in a thoroughly sound condition despite the unusual problems and perils to which company managements have been subjected in recent years. However, in any business as large as insurance he called attention to the fact that there are wide variations in the reliability of companies seeking cognizance.

Fire Field Cleaned Up

Mr. Best went back 30 years to the fire insurance business, which was disturbed by a swarm of unlicensed companies, many from remote foreign countries and there were so called "Lloyds" organizations, the policies being guaranteed by individuals without any financial standing. There were some 150 such institutions operating in this country and many of them were absolutely irresponsible. Much publicity was required to drive them out of business, he said.

About 15 years ago the casualty branch was similarly afflicted. There were scores of concerns springing up, operating under the guise of reciprocal exchanges in which members insure one another. In those days it was very easy to organize reciprocals. These outfits, Mr. Best said, wrote a large amount of automobile liability. As a result of adequate publicity, the weak and irresponsible ones were speedily driven out.

Situation as to Fire and Casualty

Mr. Best said that today the fire insurance business is in the strongest financial position in its history due in part to the very large amount of new capital which found its way into the business during the boom and in part to the fact that in the last few years it has shown a satisfactory underwriting profit. The casualty companies, he asserted, were in a materially better condition at the end of 1934 than they were a year previous to that date and were in a far better shape than at the end of 1932.

Condition in Life Insurance

The life companies, he said, during the recent depression years had abnormal requests for loans and cash values in addition to meeting their normal expenditures so that their disbursements ran far into the billions. The life insurance business in spite of this is today in an unquestionably sound financial position.

The life insurance situation, Mr. Best opines, presents features which on the surface appear contradictory. After careful study he is convinced that over 96 percent of all the life insurance in force in this country is carried by companies of undoubted solvency and responsibility. These sound companies, he said,

(CONTINUED ON LAST PAGE)

Annuity Digest for 1935 Shows Striking Trends

Giving the very latest information on annuities, retirement and investment contracts, the new 1935 annuity digest, has just come from THE NATIONAL UNDERWRITER press. This new reference book, the only publication of its kind, is devoted exclusively to the guaranteed income contracts of life companies and appears at a time when there is a great public interest in contracts of this sort. It gives all the up-to-date facts and figures on the cost, the return, surrender values, contract provisions and dividends (if participating) of all the "Guaranteed Income" contracts as now written, for practically all companies.

Popularity of Annuities

Unquestionably, the greatest single development in the business in the past few years has been amazing growth in popularity of these contracts. New premium income from them, last year exceeded new premiums from regular life insurance. In the last two years, since the first edition of the Annuity Digest was published in 1933, practically every company has made important changes in these contracts, in most all cases raising rates, at least once. So sweeping have been these changes that every single page of the new Annuity Digest is a new one.

Immediate Annuities

A feature of this new book is the 16 page insert which deals with the several standard tables for immediate annuities, as well as giving an explanation of the general features of annuity and investment contracts and a table of annuity premium income and disbursements.

Back in the years when there was little general interest in annuities the

same rates were used year after year with little thought as to their adequacy. Then when other lines of investment were shaken by the stock market crash, public attention was directed toward annuities with the result that by 1933 money was coming into life company offices faster than it could be invested at the previous high rates of interest with the necessary degree of safety. The result was a hurried recalculation of rates on lower interest assumption. This table was adopted by a large number of companies as an immediate safety measure and became the first standard table. Investigations have been in progress almost continuously since that time. In 1934 a higher table was brought out by the larger companies and by the end of that year was widely adopted. However, many companies were still not satisfied and in 1935 is found a further increase in non-participating rates and adoption of the participating plan by a few companies.

Difference of Opinion Seen

It is interesting to note the differences of opinion on dividends among this latter class. One company is using a scale which shows dividends increasing with duration of the contract. Another decreases as the reserve is decreased by payments to the annuitant and a third uses a scale based upon age at issue only, continuing the same dividend year after year until economic conditions may cause an increase or decrease.

While many companies have adopted now the so called standard rates for immediate annuities, there is still great variety in the retirement forms. Some

(CONTINUED ON LAST PAGE)

Mortality Saving Is All Important

Dr. H. W. Cook of the Northwestern National Life Stresses Subject

NEED BUSINESS VOLUME

Speaker Does Not Feel That the Companies Have Tightened on the Ordinary Cases

AUSTIN, TEXAS, Sept. 19.—"The life problems in getting new business are more complex now than they have ever been during my thirty years of service," Dr. Henry W. Cook, vice-president and medical director of the Northwestern National Life, told members of the Austin Life Underwriters Association.

Profits come from three sources, Dr. Cook pointed out, savings in expense, excess interest earnings and savings in mortality. The outlook for savings in expense is discouraging, he said, for every company is increasing its expenditures in taking advantage of returning prosperity and making every effort to get more business. There are no excess interest earnings, he continued, illustrating with the fact that such earnings have decreased from 5½ percent in 1922 to 4 percent in 1935 and adding that the percent of earnings was below 4 percent in most companies.

Saving in Mortality

"The profit, then, lies in savings in mortality," he said, "and the percentage of mortality depends on the volume of business produced by the agents in the field." In this connection, Dr. Cook observed that the very marked mortality increase during the last five years is just now becoming more favorable. In 1927 the average mortality of 54 companies in the United States was 50 percent. Since then, mortality has increased; first rapidly so that in 1929 it was 57 percent and in 1935 over 60 percent. Dr. Cook described this 10 point rise in mortality in six or seven years as a tremendous rise.

Agent Gets the Benefit

Answering the question which agents are asking themselves as to whether or not companies have tightened up—become more restrictive—in the last five years, Dr. Cook said that there has been no increased selection among the companies and added that in border-line cases, the agent usually gets the advantage and the insurance is written, the examiner having in mind the agents' apparent difficulty in getting new business.

The men in the field have come to the mistaken conclusion that the companies are tightening up because of several reasons, Dr. Cook declared. First, there is much more talk of selection and the agents are more informed on the subject than they have ever been before. They are becoming, as he observed, "selection-conscious."

Increase in Impaired Risks

Secondly, the percentage of impaired risks has increased tremendously in the last seven or eight years. Hundreds of thousands of insurable men of ten years ago today are down-and-outers, Dr. Cook said. The depression with its undermining influences is responsible for this increase in impaired risks. Illustrating this increase, Dr. Cook showed that the Retail Credit Company in 1929 reported unfavorably on 10 percent of the cases submitted to it and in 1934 the percentage had increased to 16, over a 50 percent

(CONTINUED ON PAGE 22)

A Hold-Up

One of our General Agents relates this recent incident, in which one of his associates was the "hero" of a daring deed:—

On his list he had a former client, who was in the real estate business, but had lost tract of him and didn't know where to locate him. During one of the busy hours, and on one of the busiest streets in our city, he saw his man—a motorman on a street car. He rushed out in front of the car, held his hand up, and shouted to the motorman, "I want to see you!" The motorman stopped, and this Agent took out his proposal and proceeded to sell the motorman while the traffic was held up. Can you beat it!

We never before had heard of such an extreme measure for clamping protection upon a prospect and his family. But it shows that nothing can block the zeal of the life underwriter who is determined to "get his man." Nevertheless, we won't name the city in which such a hold-up could happen.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

Welcome, Continentalers

Chicago welcomes 125 ace producers of Continental Assurance Company . . . gathered from all parts of America . . . in annual convention at the Edgewater Beach Hotel . . . By your efforts 100,000 policyholders are protected with \$190,000,000 of life insurance.

Welcome . . . and congratulations, and may they and all Continentalers share generously in the Silver Jubilee Program of the Company.



Continental
ASSURANCE
COMPANY
CHICAGO

Affiliated with Continental Casualty Company

Inadequacy of U. S. Pension Plan Is Sales Stimulator

SMALL POLICIES BIG FIELD

Supervisors Club of Chicago in Discussion of Effects of Social Security Act

Great stimulation of life insurance sales through creating a desire for adequate old age income will result from operation of the social security act, Walter Van Dyke, manager group department of the Aetna Life general agency in Chicago, told the Life Agency Supervisors Club of that city in a discussion of the effect of the act on life insurance held at the first fall meeting. A. H. Hiatt, assistant general agent Aetna Life and president of the club, presided.

The average individual working today will not be able to earn a pension of more than \$25 a month, Mr. Van Dyke said. The average young person starting now under the plan by age 65 probably would not build up a pension of more than \$50 monthly.

Cites Illustrative Case

He gave an illustration of an individual, age 25 in 1937, when the first tax is to be applied, and earning \$1,800 annually. The 1 percent tax on employees for three years would cost him \$54 in the period, then the 1½ percent tax for the second three years would cost \$81. Assuming his salary increased to \$2,100, the 2 percent tax for the third period of three years would cost him \$126; then assuming his salary is increased to \$2,400, the tax for the next three-year period would be \$180. Assuming thereafter his salary would be \$3,000, the 3 percent tax up to age 65 would total \$2,520, or total tax in the 40 years of \$2,961, an average tax of 2.7 percent. This would entitle him to monthly income for life after age 65 of \$76.38. To receive back what he had paid would require over 38 months. The immediate cash value at age 65 would be \$3,790.50, Mr. Van Dyke said.

Says Maximum Only \$85

It is true the average employee could lose no money under this plan. However, if he should be out of work for a while, he could never pay back the taxes which he would have paid if he had been working during the period. He could never call on the fund in any other way than to secure a life income on and after age 65. The absolute maximum monthly income that could be secured under the act would be \$85, Mr. Van Dyke said, and no payments would be made until 1942. Persons reaching age 65 before 1942 would not be covered, although they would have paid in some tax. They and heirs of persons dying before 65 would get 3½ percent on the amount on which they had paid tax. There would be many persons not covered, including those in agriculture, domestic work, work not in connection with any trade or business. United States government, state, city or other political subdivision employees, non-profit organizations, etc. Mr. Van Dyke said it was estimated that not over 25,000,000 persons would be benefited by the act in any way.

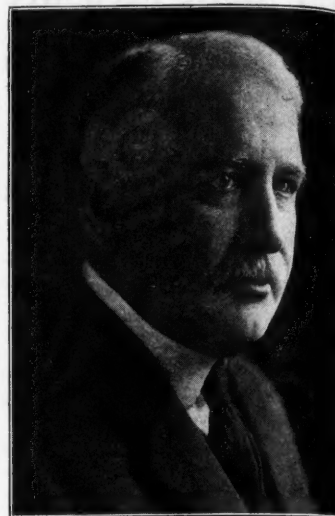
Will Encourage Thrift

"The American public never really has learned to save," he said, "but they will be forced to do so; they will realize the value of saving. If that is the result it will greatly help life insurance. The people will look to the life insurance men to provide them with benefits that are adequate after they have got a taste of them under the social security act."

He said men in the management end of life insurance should not take the attitude that the law is all wrong. This will have a depressing effect upon the agent and inevitably will result in a slump in production. There will be a tremendous field for policies ranging from \$1,000 to \$2,000 on the life income basis to round out the government program.

From the standpoint of group life in-

Delegates Named



FRED A. HOWLAND

The Association of Life Insurance Presidents has appointed its committee to officially represent the organization at the annual meeting of the American Life Convention in Chicago, Oct. 7-11. The committee consists of Fred A. Howland, president National Life of Vermont, chairman; W. Howard Cox, president Union Central Life; James A. Fulton, president Home Life of New York; Ray D. Murphy, vice-president Equitable Life of New York, and C. G. Taylor, Jr., third vice-president Metropolitan Life.

insurance, he said, he believes life companies have not promulgated a group pension plan that properly meets the need of the working class. There will be a tremendous field for insured pension plans on those in higher salary brackets, who are along in years and never will be able to build up an adequate reserve under the federal plan. The act, he said, would not affect group life or accident and health. While a substantial part of the burden would seem to be assessed against employers, these, of course, will add the cost to their overhead and prices will be increased. Consumers, after all, will pay the freight.

Full time insurance agents probably will be considered self-employed, Mr. Van Dyke said, and therefore not falling within the scope of the act.

Harry Hoffman of the Northwestern National Life was elected vice-president to succeed E. E. Enoch, who has been transferred from Chicago by the Connecticut General to Cincinnati.

Trial of Gustaf Lindquist Is to Be Started Sept. 30

Gustaf Lindquist, former Minnesota insurance commissioner, will be tried starting Sept. 30 in Judge Joseph Burke's criminal court at Chicago on a charge of conspiracy to embezzle \$25,000 from the Abraham Lincoln Life of Springfield, Ill. Lindquist was president of the company. The charge against him grew out of confession of Otto Van Derck, Chicago bank clerk, that he assisted in the theft of \$55,000 from the bank to be used in financing purchase of the company by several conspirators.

He implicated Dave (Long Count) Barry, boxing referee, who was sentenced to a year in jail; Joseph Baiata, who received a 10-year prison sentence for larceny, and Abraham Karatz, former St. Paul lawyer, who was given a five-year prison sentence for his part in the deal and faces a conspiracy charge. Lindquist dropped from sight and was a fugitive from justice for many months.

Professional Standards Are Needed Among Producers

COMMISSIONER HUNT'S VIEWS

Pennsylvania State Official Says Salesmen Should Be Prepared for Their Work

Insurance Commissioner Hunt of Pennsylvania in his talk before the Pennsylvania Association of Insurance Agents held out strongly for cultivation of professional standards among producers. He said the public does not have and cannot hope to have sufficient knowledge of all the facts concerning insurance contracts and their applications. They must put their faith in those with whom they deal. There is a need, he said, for specialized knowledge of insurance. No direct dealings between companies and the assured can take the place of the intelligent personal study of each individual risk or the agent, he declared. The casualty agent, he said, needs to be able to analyze the factors having to do with a compensation risk, experience, rating formula, safety and inspection aspects. If he is dealing with fire and affiliated lines he must be able to render full service and offer recommendations that will help the assured to perfect his insurance program.

More Complex Organization

Commissioner Hunt said that the whole modern life tends toward closer and more complex social organizations. The more national life is organized for security the more wealth people will have and the more there will be for everybody, he said. Social insurance is not only a necessity of the present time but it is a definite part in a program to produce more wealth for all, he added. He asserted that it is a mistake for agents to fight against progress in such forms as social insurance. The man who fights against progress, he said, is acting on the belief that there is no longer any real need for it or for what he can do.

No Taint of Charity

The permanent social security plans, he said, have no taint of charity about them, nor do they contemplate making anyone a beggar for his own saving any more than if he invested his money with an insurance company. No private enterprise he declared, however sound or profitable it may be, can be stronger than the system on which it rests. The most powerful insurance company rises or falls with the fortunes of America as a whole, he added. Any uncertainty that applies to national welfare as a whole applies far more so to any private enterprise, however powerful it may be. The best possibility for increased prosperity for such enterprises, he added, lies in increased security, greater production of wealth and better distribution of it for the masses of the people. Social insurance, he contends, contributes toward that end. The men in the insurance business, he said, should realize that the way toward prosperity for their own business lies not in efforts to drive America further down to coolie standards but in general betterment of the national welfare and security.

Movie Stars Are Big Buyers

The Ebenstein-Kunody Corporation, insurance brokers and adjusters of Hollywood, Cal., received much publicity in an Associated Press dispatch, in which they were quoted as stating that movie actors have been big purchasers of annuities since 1930. The members of the firm are Arnold Kunody and Arthur Ebenstein. They said that most of the film stars set aside about half their net income for annuities. Most of the big ones are creating annuities for themselves of about \$400,000 to \$500,000. The top group will thus have an annual in-

come of about \$20,000 a year when they retire.

Ebenstein-Kunody were quoted as saying that the average life of a movie star—that is, the time during which he makes the top salary—is only about five years. Most of the stars realize that and are putting aside a substantial amount of their earnings to provide for the day when their income will start down the toboggan.

The previous generation of stars were not so provident, according to Ebenstein-Kunody. Most of those who tried to provide for the future did so in the stock market, with the usual result. The movie people were so scared by the 1929

experience that they will probably never return to large scale stock operations, the insurance brokers say.

Moose Is Not to Appeal

DES MOINES, Sept. 19.—Conn W. Moose of Omaha, who is here attending the convention of the National Association of Life Underwriters, stated he will not contest his ouster as insurance commissioner of Nebraska. Although the life insurance people of Nebraska would finance an appeal to the state supreme court, he declares, the proceedings would run for at least nine months and during that period he would

not be permitted to engage in any business. That would be too much of a sacrifice, he explains. He is interested in making a life insurance connection either with a home office or as general agent in Seattle where he started in the life insurance business. Before being appointed commissioner he was Omaha general agent for the Home Life.

J. M. Mitchell, assistant manager Fidelity Mutual Life in California, has returned to his San Francisco headquarters from an extended trip east during which he attended the company's convention at Atlantic City and spent some time with his mother in Zanesville, O.

(This advertisement appears in the September 23 issue of TIME, the weekly newsmagazine, out today.)

Last Sunday SEPTEMBER FIFTEENTH WAS THE FIFTIETH ANNIVERSARY OF AN UNUSUALLY STRONG INSURANCE COMPANY NORTHWESTERN NATIONAL LIFE OF MINNEAPOLIS

During all the years of this Company's growth including, significantly, the "fat" years leading up to 1929, NWNL's management and investment policies have invariably followed conservative principles—time proven principles—which, like its corporate structure, come down from England, where experience in the successful administration of life insurance has been accumulating for two hundred years. • After 1929 came the storm . . . and the test of these principles. • During the depression years, NWNL's record was outstanding, even among life insurance companies. From 1929 to 1935, NWNL assets increased by 33.1% as compared to an increase of 24.7% for all companies. Insurance in force increased 10.7% as compared to a decrease of 5.4% for all companies.

• And note this significant statement: This could never happen—but—if, on last December 31, every policyholder in this Company had called for every cent of cash to his credit—guaranteed cash or loan values, dividends and policy proceeds left with the Company, premiums paid in advance, etc.—the bonds held by the Company, sold at the market, would alone have yielded cash enough to pay every such demand in full, leaving many millions in other sound assets, including a large cash balance, untouched. • This is indicative of the strength and stability of the Company throughout the entire depression period. On this solid foundation, NWNL begins to build for a second half-century of dependable, enlightened financial service to policyholders.

Northwestern National Life Insurance Company

Strong

O. J. ARNOLD, PRESIDENT



Liberal

MINNEAPOLIS, MINNESOTA

Commissioner of Minnesota Clarifies Order on Ratings

IMPROPER USE IS EXPLAINED

**Yetka Says His Ruling Was to Prohibit
Use of Ratings by
Twisters**

ST. PAUL, Sept. 19.—Asserting that his statement in no "way or manner changes or modifies" his original order regarding the use of private ratings of insurance companies, Commissioner Yetka of Minnesota has issued an explanatory statement of his order on the subject.

This latest statement, the commissioner says, was prompted by communications indicating that his original order "has been misinterpreted." The explanatory statement also follows a series of conferences with Alfred M. Best and Raymond Smith of the Alfred M. Best Co., who protested the original order and threatened to bring an action in federal court to enjoin the commissioner from enforcing it.

"The purpose of this department," the statement declared, "is to prohibit only the improper, unscrupulous and unlawful use of printed matter of any kind by insurance agents or companies in the solicitation of business, under penalty of revocation of license.

Depends on the Agents

"The department recognizes that the public customarily depends upon insurance agents for information concerning forms of coverage and financial condition of companies in connection with the purchase of insurance, and that both for their own and their customers' information, agents and companies often purchase books and subscribe for services which furnish information concerning the financial position of the large number of insurance companies licensed to operate in Minnesota.

"In licensing any company, this department in no manner undertakes to guarantee the continued solvency of such company, but merely certifies that the most careful scrutiny convinces the department that such company at the time of the issuance of the license is solvent and has complied with all the laws of the state. It is self evident that all insurance companies are not of equal strength, and the department, therefore, recognizes the right of anyone to secure any proper information concerning any insurance company, either from this department or any other reliable sources and to impart it in a lawful and ethical manner to any inquirer.

Defines Improper Use

"As already stated by this department, it is not the proper use that is objected to, but the improper, unscrupulous and unlawful use of such publications that this department intends to prohibit.

"By improper, unscrupulous and unlawful use, the department means the use of any publications or ratings by an agent to induce a policyholder to surrender, lapse or cancel an established policy in a solvent company, licensed by this department and entitled to its protection against improper competition, and to purchase instead a policy in the company represented by such agent; or the use of any such publications or ratings to induce such surrender, lapsation or cancellation in connection with incomplete or otherwise misleading statements concerning the merits of the respective companies or of the respective policies.

"The surrender, lapsation or cancellation of an established insurance policy, particularly a life insurance policy, in any sound and solvent company almost invariably involves loss to the policyholder and benefits only the agent who obtains a commission for writing in its place a new policy.

"The department further holds that

Insurance Expert Talks Before Advertising Men



ALFRED M. BEST

Alfred M. Best, head of the A. M. Best Company, the well known insurance national reporting and credit service, spoke this week before the Insurance Advertising Conference at Rye, N. Y.

it is improper conduct for an agent to use in the solicitation of business any circular, pamphlet or publication which contains any untrue, deceptive or misleading statement of fact whether derogatory or otherwise.

"This department considers such actions improper and unfair competition, and if proven after due hearing they will constitute grounds for revocation of license. A license is a privilege granted an agent and both justifies and requires supervision of his activities by this department.

"It is such improper and unscrupulous and unlawful acts in solicitation of business which this department is determined to prevent, and it has ample authority under Sections 3352 and 3353 of Mason's Minnesota Statutes of 1927, to enforce obedience."

SEEKS ANTI-RATING BILL

DALLAS, Sept. 19.—The present special session of the Texas legislature, which convened Sept. 16 to draw up liquor laws, may also go into the matter of rating of life insurance companies by private concerns with the view of bringing the state in line with a resolution recently adopted by the National Convention of Insurance Commissioners condemning the practice of rating companies.

Jack Padgett, agent for the Jefferson Standard Life at Austin and representative to the Texas legislature, has announced that he will ask Governor Allred to submit a bill making it illegal for private rating companies to rate life insurance companies.

At the regular session of the legislature a so-called anti-Best bill came up for passage but was defeated. Following the action of the commissioners at their annual meeting in voting the rating resolution and asking the various state departments to take steps they believe advisable to protect the business and the public, Commissioner Yetka of Minnesota issued an order prohibiting the use of insurance company ratings in the solicitation of business.

C. W. Perrine Resigns

CHARLESTON, W. VA., Sept. 19.—C. W. Perrine, field agent of the West Virginia insurance commissioner's office, has resigned after undergoing an operation in Baltimore for a brain tumor.

Mr. Perrine expects to reenter the insurance business at Morgantown, W. Va.

Western Conference Plans Explained by J. J. Holmes

TAKES UP MUTUAL PROBLEMS

**Commissioners Organization, Pacific
Coast and Mountain Territory Not
to Conflict With Big Body**

Insurance Commissioner J. J. Holmes of Montana, in commenting on the new Western Conference of Insurance Commissioners, which includes the officials of the Pacific Coast and mountain states, declares that in no way should this organization interfere with the National Convention of Insurance Commissioners. He does not want the western conference to be classed as a "rump" organization. He says the purpose is to provide a vehicle whereby far western commissioners can confer on matters of interest peculiarly affecting their domain. It will in no manner, he says, invade the jurisdiction of the big convention. Mr. Holmes is president of the western conference.

He declares that if states outside of the natural territory of the conference can join the membership will become too broad and will lead eventually to its disruption. Commissioner Holmes says that eastern superintendents have different problems than those of the far west. The general issues and problems of all the commissioners are considered in the national convention. Commissioner Holmes says the western conference is not organized for the purpose of maintaining an organization antagonistic to the big association. The Western Conference, he holds, is solely and primarily for the purpose of enabling the far western commissioners to meet and solve the problems in their bailiwick which affect all western states in an equal way. A number of new companies, he says, are springing up in the far west and the western conference will deal primarily with them.

Leaders to Des Moines

The Guarantee Mutual Life is sending 11 of its leaders in a four month sales contest to the National Association of Life Underwriters annual meeting in Des Moines this week. R. A. Kitlinger is the high man.

August Life Production in 7 Percent Decrease

New life insurance production for August was 7 percent less than for August, 1934, and for the first eight months 3.2 percent greater than in the corresponding period last year, the Life Insurance Association reports. New business records, exclusive of revivals, increases and dividend additions of 42 companies having 83 percent of life insurance outstanding in all United States legal reserve companies are summarized.

For August, the total new business of all classes written by the 42 companies was \$651,193,000 against \$699,879,000 in August, 1934—decrease 7 percent. New ordinary insurance amounted to \$416,161,000, against \$447,871,000, decrease 7.1 percent. Industrial insurance amounted to \$208,508,000, against \$212,380,000, decrease 1.8 percent. Group insurance was \$26,524,000, against \$39,628,000, decrease 33.1 percent.

For the first eight months, total new business was \$6,031,863,000, against \$5,843,825,000 last year, increase 3.2 percent. New ordinary insurance amounted to \$3,830,179,000, against \$3,809,092,000, increase 6/10ths of 1 percent. Industrial insurance amounted to \$1,701,968,000 against \$1,694,519,000, increase 4/10ths of 1 percent. Group insurance amounted to \$499,716,000 against \$340,214,000, increase 46.9 percent.

C.L.U. NEWS

ROCKWELL CONDUCTS COURSES

Covering the first three parts of the C. L. U. examinations, a survey course for those planning to take the examinations is to be given by Dr. C. J. Rockwell, insurance educator, at the downtown evening division of the University of Southern California at Los Angeles. Beginning Sept. 25, the class will meet once each week from 4 to 5:30 p. m., for 12 weeks in the Transportation building. Functions of life insurance is the subject matter of a second course, to be given by Dr. Rockwell on Tuesday evening from 7 to 9:20 o'clock. Economic concepts and the purposes of different forms of life insurance, annuity and pension contracts will be studied.

HUEBNER AT DES MOINES

Dr. S. S. Huebner, dean American College of Life Underwriters, spoke at Des Moines at a meeting sponsored by the C. L. U. men there and Drake University.

HUEBNER IN KANSAS CITY

Dr. S. S. Huebner, dean American College Life Underwriters, had a busy time in Kansas City, Mo. Starting with a breakfast talk to the General Agents' & Managers' Club, dealing with the CLU and how it affects their problems, he spoke at a luncheon to 125 life underwriters interested in the CLU movement.

In the evening he talked on business recovery and its dependence on restored confidence to 1500 members of the Kansas City Life Underwriters Association and the general public.

O. J. Neibel, Penn Mutual, has announced a new Kansas City CLU class to begin preparation of students for their third examinations.

NAMES CHICAGO COMMITTEES

Frederick Bruchholz, president Chicago chapter of C. L. U., has appointed committees for the ensuing year, the chairmen being: Program, L. M. Buckley, Provident Mutual; publicity, Talmage Smith, Mutual Life of N. Y.; membership, S. A. Kent, Prudential; reception, E. M. Schwemm, Connecticut General; educational, A. J. Johansen, Northwestern Mutual.

Toledo Agency Is Leader

Henry Stevens of the Toledo agency of the Ohio State Life carried off first honors in the nation-wide campaign which closed this week after a two-month spirited contest. C. B. Cooper of Houston, Texas, was second; C. R. Welch of Columbus, third, and Lloyd E. Douglass of Detroit fourth. Among the winners was L. A. High, manager of the Columbus agency, who has been confined in a hospital at Lima, O., for several weeks with an injured spine. His friends rallied to his support and enough insurance was written in his name to insure him a prize.

Benjamin with Service Life

Barnett Benjamin has been appointed field supervisor of the building and loan department of the Service Life of Omaha with headquarters in the Central Union Trust building, Wheeling, W. Va. He was formerly assistant to W. B. Hilton, general field supervisor of the Building & Loan Life of Wheeling. The Building & Loan Life built up quite a business and Mr. Benjamin is following the same general line in his department of the Service Life. He has gone to Detroit to be with State Manager M. E. O'Brien for a few weeks to develop the special department in Michigan.

Bid on Arkansas Group

As authorized under a new law, the state of Arkansas will receive bids Sept. 26 for group life and accident insurance for 700 employees.

SALES RECORDS SET

Connecticut Mutual Life—August paid sales increase 22 percent. Total paid life sales, exclusive of single and annual premium annuities, for the year to date amount to \$62,760,691, an increase of 11.1 percent. Life insurance in force for year increases \$9,476,519, making the total in force \$901,290,576. Guaranteed endowment annuities sold during the first eight months totaled \$30,521,953, an 86.2 percent gain. Of its 68 agencies, 54 showed gains for year.

Old Line Life of America, Wis.—28 percent increase in new paid business, exclusive of annuities in August. Business written in August was 34 percent ahead of July.

Farmers & Traders Life—Increase of \$980,630 insurance in force as of Aug. 31, with a total of \$35,827,368.

Lincoln National Life—Gain of 25.8 percent for first eight months in regular paid business, the total being \$91,380,000.

Indianapolis Life—Volume of new business written in August by its agents was the largest of any August volume in 30 years in business. The gain in insurance in force the first eight months was \$2,392,010, bringing the total insurance in force to over \$97,000,000.

Great American Life of Texas—Increase of 30 percent in renewal premium income.

American Central Life—August new paid insurance best month in 1935. Premium income, excluding single premiums paid, also reached high mark in August.

H. C. Lawrence, Newark, Lincoln National Life, placed first among leaders of the company.

W. G. Gastil, Los Angeles, Connecticut General Life—August second largest month in volume of paid new business in agency's history. For the year up to Sept. 1, volume increased 650 percent,

applications 350 percent, indicating larger sized applications.

Homer G. Hewitt, Texas, Northwestern National Life—August paid business \$276,761, a gain of 27 percent. Eight month total \$2,689,565, a \$200,000 gain.

Fort Worth, Tex., Lincoln National Life—52 percent increase in paid business for first eight months.

Elmer Abbey, San Antonio, Tex., Aetna Life—Increase of 60 percent for the first eight months.

Bruce Venzey, San Antonio, Tex., Indianapolis Life—25 percent increase in first eight months.

L. A. Hanley, San Antonio, Tex., Reliance Life—August increase of 95 percent in paid business.

Chester O. Fletcher, St. Louis, Massachusetts Mutual Life, delivered \$434,883 of new business in August.

Prudential's Position Outlined on City Mortgage Loans

An item was published in the New Orleans papers that the Prudential is offering New Orleans loans from five to 20 years to be made up of two-thirds of the appraised value of the property. In checking up at the home office regarding the policy of the Prudential as to loans, especially in connection with this item at New Orleans, Second Vice-president R. R. Rogers says:

"The New Orleans report is in error in its statement that the Prudential is willing to lend on improved real estate for from five to twenty years up to two-thirds of the appraised value of the property as a general rule. The New Jersey law under which we operate permits us to lend up to two-thirds of the appraised value of the property in question but that privi-

lege is very seldom exercised, and only in cases where the 'set-up' is so excellent and the rate of amortization so high as to predicate the reduction of the loan to a more reasonable limit within a short period of time.

Rates Are Graduated

"In our lending operations we work on the theory that the best risk is entitled to the best rate. Because of that we have, in effect, a number of loans, the longest of which is 20 years, to which a graduated scale of interest rates apply, with respect to loan to appraisal. On loans not exceeding 40 percent of appraisal our minimum rate is 4½ percent per annum. On 41 percent to 50 percent the rate is 5 percent. 51 percent to 60 percent the rate is 5½ to 6 percent (discretionary), and in a general way 60 percent is our limit. This graduated scale is really for the guidance of our branch offices and loan correspondents, and is by no means inflexible. If we should be offered a loan so excellent in type, location and moral risk as to warrant some change in the above schedule we would undoubtedly meet that situation in a manner satisfactory to both ourselves and the applicant.

P. M. Greenwood Advanced

P. M. Greenwood, cashier of the Dallas office of the Great Southern Life, who has been made assistant vice-president, was educated in Terrells' School for Boys at Dallas, Kemper Military Academy at Booneville, Mo., and Southern University at Sewanee, Tenn. He started with the Great Southern Life in 1925, at the Dallas office. After working in the office during the day he solicited business at odd times. During 1926 his personal production was \$550,000. Fred R. Patton becomes cashier at Dallas. He also has done considerable producing. He has been assistant cashier.

C. H. Cord's Death Calls Attention to His Career

The death of C. H. Cord, prominent sportsman and agent for the Mutual Life of New York at Orlando, Fla., at 77 years of age, brings to mind a prominent life man of Ohio in days gone by. Mr. Cord was born near Cincinnati and went to Dayton, O., in 1892 to open a general agency of the old Michigan Mutual Life. He remained there until 1911 and during the 19 years he was one of the company's 10 leading agents in production. In 1911, he returned to Cincinnati and associated himself with the Mutual Life of New York, remaining there for a number of years and being one of the leaders in the agency. On account of failing health he went to the south, locating at Orlando, Fla., but still represented the Mutual Life until his death.

Great Interest in Pointer Dogs

Mr. Cord was a great admirer of pointer dogs. He bred and raised pointers until he brought the pointer forward on an equal to the setter in field trials. He organized the Rayton Pointer Club and also the Orlando Pointer Club. He was the organizer of the Florida Field Trial Association, and year after year served as a judge at its field trials.

He organized the Memorial Baptist Church in Dayton, O., and the Norwood Baptist Church at Norwood, O.

William O. Cord, of Dayton, O., who is general agent of the Penn Mutual Life, is a son. A widow survives and their two daughters, Mrs. D. H. Hendrick, of Coral Gables, Fla., and Mrs. Helen L. Askue, of Winter Park, Fla.

Fred W. Fort, Jr., Maplewood, N. J., who is with the Travelers at Newark, N. J., is seeking renomination to assist chairmen of the New Jersey assembly.

The percentage of sales to interviews depends on prospect selection and effectiveness of sales presentation.

Any good salesman knows that!

The Jefferson Standard's "Merchandising Ideas" make prospect selection easier, and interviews more effective.

Jefferson Standard representatives produced more than \$10,000,000 new insurance in August—averaging five applications for every man under contract.

A. R. PERKINS, Agency Manager



Jefferson Standard Life Insurance Company

JULIAN PRICE, President
GREENSBORO, NORTH CAROLINA

AFTER ALL IS SAID AND DONE!

(Our results — First Six Months)



After all is said and done, results count—results that mean a broader spread of insurance protection for the American home; a high level of income for the life insurance agent; further evidence of increasing public preference for the Shield Company.

We are happy therefore to announce that in the first six months of 1935, the National Life and Accident Insurance Company, Inc., showed an increase of \$29,951,954, in the volume of life insurance in force.

This increase is at a rate greater than any in our history, and brings the total volume of life insurance outstanding to \$427,114,429, the largest amount of business in force in the thirty-four years experience of this Company.



The NATIONAL LIFE AND ACCIDENT Insurance Company Inc.

C. A. Craig, Chairman of The Board

W. R. Wills, President



HOME OFFICE
NATIONAL BLDG.
NASHVILLE
TENNESSEE
• WSM •
50,000 WATTS

Accident Loss Brings Great Annual Wastage

INSURANCE STATISTICS GIVEN

L. R. Palmer, Conservation Engineer of Equitable Life, Speaks Before the Advertising Conference

Lew R. Palmer of New York City, conservation engineer of the Equitable Life of New York, in his address before the Insurance Advertising Conference at Rye, N. Y., this week stressed the need of advertising safety owing to the fact that conduct is influenced by suggestion. He called attention to the fact that accidental death claims paid by 313 life companies last year amounted to \$90,000,000. In 11 years, he figures, it will cost life policyholders a billion dollars for accidents. This means a huge waste of life insurance assets in the field of that branch alone.

Independent of property damage the cost of accidents to casualty companies last year was \$316,000,000 and taking the 11 year period used for life companies, he estimates the total wastage will be \$4,500,000,000. The National Safety Council estimates that the accident cost to the nation last year was \$3,500,000,000.

Should Support Safety Program

Mr. Palmer stated that when it is figured that the accident cost to insurance is more than \$400,000,000 annually then there should certainly be a national program of prevention. He believes that the insurance companies should establish a fund of \$1,000,000 to support such program. He thinks that now is the opportune time to capitalize on aroused public opinion. He thinks that this safety publicity should be applied to the automobile field in the same way that accident prevention and methods have proved successful in the industrial field, utilizing the principle of segregated responsibility and direct supervision. He advocated the contest plan in accident prevention, dividing cities into precincts, all listed in competitive groups.

Has Reduced Industrial Fatalities

The National Safety Council was organized in 1912 and 36,000 lives constituted the annual toll of fatalities in industry. Yet today the industrial deaths have been reduced to less than 20,000 per year. The automobile is causing 36,000 deaths now. There is a great field, he thinks, for cooperative advertising to stimulate safety. The National Safety Council, he said, would welcome the opportunity to develop and outline a national hook up program for a home safety contest. The results obtained through organized safety and industry largely due to the program of the National Safety Council wherein were recorded on a cumulative basis indicate a saving of 800,000 lives, he said.

Culver Director Home Life

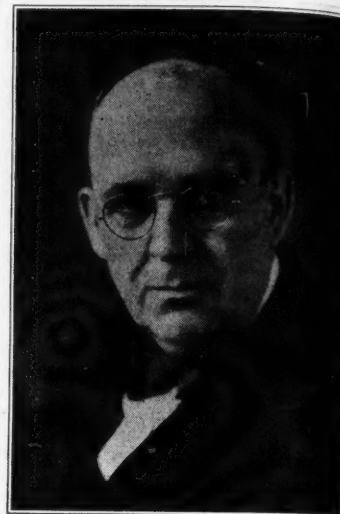
B. M. Culver, president of the Continental Fire, Fidelity-Phoenix Fire, Fidelity & Casualty and the entire America Fore group of insurance companies, has been elected a director of the Home Life of New York.

BRUCHHOLZ QUALIFIES 12 AGENTS

Thirteen members of the Frederick Bruchholz agency of the New York Life have qualified as 1935 Nylic Club members, five making the Top Club, two the \$200,000 club and eight the \$100,000 Club. This is an increase of three men over last year when 10 qualified.

F. H. Beckett leads the home office agency of the Pacific Mutual Life at Los Angeles in production of paid business up to Sept. 1, with Emil S. Galster second, Howard Neal third, Jas. H. Smith, Jr., fourth and J. H. Vandiver fifth. M. B. Newman leads in lives written.

Gets New Post



JOHN A. MARSHALL
Washington, D. C.

Insurance Superintendent John A. Marshall of the District of Columbia, who has impressed insurance men very favorably, will take his new position as a director of the District of Columbia unemployment compensation board, Jan. 1. He will continue to head the insurance department until that time. Superintendent Marshall will give one of the main addresses before the National Association of Insurance Agents at Rochester, N. Y. next week.

Iowa Declares War on the Roving Assessment Outfits

The Iowa insurance department and the attorney general have started a war on mutual benefit assessment benevolent associations that have been roaming over the state and preying on the gullible public. It is estimated there are about 100 of these outfits that are seeking business in the state that are not under the jurisdiction of the insurance department. B. H. Hellen of Des Moines was arrested Saturday on two accounts for violating the insurance laws. He formerly promoted a mutual burial benefit concern. He has been seeking memberships in "Your Friends Aid Society."

YETKA ISSUES WARNING

ST. PAUL, Sept. 19.—Balked for the time being by legal limitations from putting various M. E. Bean companies out of business, Commissioner Yetka this week broadcast a warning to all Minnesota residents against doing business with five Bean-controlled companies: American Mutual Protective, Fidelity Mutual; Consolidated Insurance Underwriters, Consolidated Mutual and the Community Service, all benevolent assessment outfits.

None of these companies is licensed in Minnesota, and twice within the past year Bean has been convicted of operating in Minnesota. He served one 90 day jail term and has been sentenced to another 90 day term. Meantime Commissioner Yetka and the attorney general's department has been trying to revoke the charters of the Bean companies. They were chartered as social and charitable organizations.

DRIVE IN MISSISSIPPI

The Mississippi state insurance department announces opening of an intensive search for, and prosecution of "fake" insurance agencies and companies which, Commissioner J. H. Johnson says, take more than \$100,000 out of Mississippi each year. "Every section of the state is being victimized by these wildcat companies," Mr. Johnson says.

Elected President



W. M. HOUZE

W. M. Houze, Chicago general agent of the John Hancock Mutual Life, was elected president of his company's General Agents Association at the annual meeting in Chicago. He has been a moving force in the organization for many years and member of the board of directors. Other officers named are: Vice-president, Harry Gardiner, New York City; secretary, D. W. Flickinger, Indianapolis; treasurer, Lloyd J. Lynch, Minneapolis (reelected). In addition to the officers, the new board includes C. A. Macauley, Detroit, the retiring president; W. B. Ackerman, Cincinnati, retiring secretary; Ralph W. Hoyer, Columbus, past-president, and Paul F. Clark, Boston.

Travelers Agents Trying to Become Harrison Hodges

A unique contest, called the Harrison Hodge test, among contract agents of the Travelers, started Monday of this week and runs on a written basis until Dec. 7 and on a paid basis until the end of the year.

Harrison Hodge is the name of the character that has been appearing in national advertising of the Travelers. The Harrison Hodge series has attracted much attention and that name is being turned into something of a symbol of a Travelers agent.

To Hold Special Dinners

Those who secure 100 points during the contest, according to the terms, will become Harrison Hodges and will be guests after the first of the year at Harrison Hodge dinners. The agency units throughout the country have been divided into competitive groups.

Announcement was made of the contest last week at agency meetings throughout the country.

Five points credit will be given for each life insurance application with one additional point for each \$1,000 of volume. Each new accident application counts five points on an annual basis, three on a semi-annual and two on a quarterly. For a group case, there are 25 points for each application, plus 15 points on a life case if the volume exceeds \$100,000 and plus 15 on an accident and health case if the premium exceeds \$1,000.

On a wholesale case, there will be 10 points credit plus five points if the volume exceeds \$30,000.

Nearly 2,000 Agents

According to the California insurance department's license bureau, there are 1,890 licensed life insurance agents in San Francisco.

Prudential in Appeal from Important Nebraska Rule

Appeal has been filed in the Nebraska supreme court by the Prudential from a finding of the district court at Omaha that it must pay proceeds on a policy on the life of Thomas Kelly, although he had paid no premium for a year and a half before he died and the policy had lapsed. The court held that the company had no right to charge interest in advance for a \$1,200 policy loan, and that with this charge eliminated the policy, by reason of the automatic extended insurance provision, was in effect as a paid-up policy at the time of death.

In its appeal the company says if the decision is affirmed it will mean thousands of policies lapsed for non-payment of premiums and considered lapsed by policyholders are valid and effective, and will remain so until the companies specifically invoke the forfeiture clause of the policy loan provisions.

In this case, the policy was lapsed for non-payment of premiums. The company maintains that in such a case the clause relating to forfeiture for failure to repay indebtedness is inapplicable. The company contends it is seldom the forfeiture clause in the cash loan or premium loan provision could be invoked because the annual dividend always leaves some loan value in a policy.

Michigan Results Reviewed

The annual report of the Michigan insurance department, just published, shows that total ordinary legal reserve insurance in force in Michigan as of Dec. 31, 1934, was \$2,524,176,760; group \$638,623,211 and industrial \$492,979,331. There were 1,253,678 ordinary policies in force, 897 group, 2,400,667 industrial. Premiums received on account of ordinary policies totaled \$78,975,160, group \$5,550,999 and industrial \$19,800,483. The total amount of certificates in force in Michigan of fraternal societies was \$211,103,506, there being 240,317 certificates. The amount received from members was \$5,860,473.

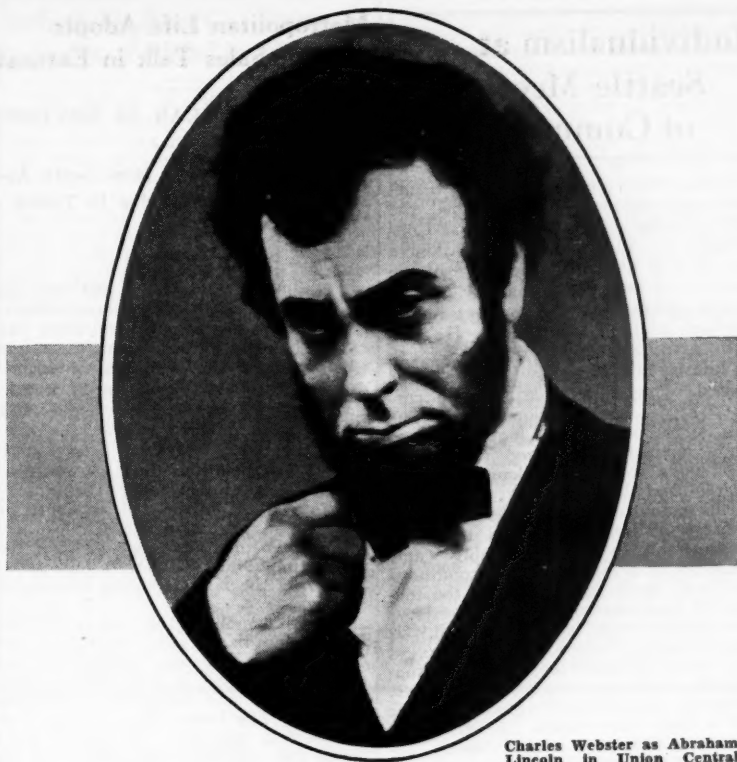
Former Head of Wisconsin Insurance Division Dies

Platt Whitman, 64, Wisconsin insurance commissioner from 1919 to 1923, died at the Mayo Clinic, Rochester, Minn., where he had been for treatment and later for an operation. He was well known in insurance circles and as a lawyer, banker and legislator. In recent years he was president of the State Bank of Highland, Wis.

Mr. Whitman was born in 1871 in Dodgeville, Wis., where he graduated from the high school and later from the University of Wisconsin law school. He began practicing law at Boscobel, Wis., and was associated with the late U. S. Senator John J. Blaine. Later he founded and became president of a bank at Highland. He served as state senator and assemblyman. In April, 1919, Mr. Whitman was appointed insurance commissioner by the late Governor Philipp, after the resignation of M. J. Cleary to join the Northwestern Mutual Life as vice-president, later becoming president. He was reappointed commissioner for the full four-year term in July, 1919. As commissioner Mr. Whitman was particularly well known for his activities in insurance affecting old line and fraternal insurance.

Funeral services for Mr. Whitman were held at Highland on Sunday afternoon, following which the body was taken to Dodgeville, his birthplace, for burial. The insurance fraternity, in which Mr. Whitman had many close friends during and after his service as Wisconsin commissioner, was well represented at the services.

The name "Los Conquistadores" has been selected by the Occidental Life of Los Angeles as a new designation hereafter for its leading producers' club.



Charles Webster as Abraham Lincoln in Union Central Life's popular radio show ROSES AND DRUMS.

ENTERTAINMENT THAT MAKES SALES

ROSES AND DRUMS is now in its fourth successful year! This entertaining radio program presented by Union Central Life recently re-created the stirring scenes of Abraham Lincoln's struggle for re-election to the Presidency. And while the audience was concerned with the future of America during those trying days, Daniel Stark offered fathers the Multiple Protection Plan—to safeguard the future happiness of their wives and children.

Such unique entertainment helps make more sales for Union Central agents. During the first half of 1935, Union Central's paid-for business on life insurance plans increased 17% over the same period for 1934. Of this, 44% was Multiple Protection, the policy featured in the advertising.

The UNION CENTRAL Life Insurance Company

CINCINNATI

Individualism at Seattle Meeting of Commissioners

One of the recently appointed insurance commissioners who attended the Seattle gathering of the National Convention of Insurance Commissioners says he saw little evidence there of the tradition of "senatorial courtesy" which he had understood was prevalent among members of the organization. He said each commissioner was ready to speak for himself and generally knew what he wanted. The convention revealed current attitudes of population masses. The west is "feeling its oats," looks with suspicion upon the east, and the middle west looks somewhat askance at both the east and the west.

This commissioner declared that the outbreak of individualism in the commissioners convention probably came about partly because business conditions have very much improved and the tension of safeguarding a great business from panic fever is now relaxed. It was a natural reaction after years of easy treading, soft language and suppressed criticisms, to have a little galloping action, some rough language and a little spear work. Never before had so many new commissioners appeared at a convention at one time. It might almost be said that there were not enough old members to conduct an initiation ceremony or to organize successfully any old guard movement.

This commissioner believes that each state should jealously guard its own right of company supervision and examination but that no commissioner should take offense if a neighboring commissioner desires assurances about any company where the record suggests the slightest warrant for inquiry.

Metropolitan Life Adopts Set Sales Talk in Earnest

RAINY DAY PLAN IS REVISED

Managers and Agents Must Learn Approach Verbatim—Value Is Tested by Use

To students of selling methods the Metropolitan Life's action in republishing its center of influence and rainy day canvass in a new form is an interesting trend toward the adoption of formal sales approaches. For about 18 months the Metropolitan Life has been using this sales approach to program the prospect's insurance. There has been a great deal of discussion on the pros and cons of formal sales approaches, some feeling that a memorized talk tends to be mechanical and parrot-like, while others think it is the only way to give the agent something definite to talk about and avoid the fatal rambling and feeble entries.

The Metropolitan Life has found that the standardized sales approach and canvass is a positive method for increased sales and it has spent a good deal of time and money in developing its plan. The home office has let it be known that managers and agents must learn the talk verbatim and there are no ifs and buts about it. This action on the part of the Metropolitan Life is certainly a boon to those who feel that memorized sales approaches are the way to sales gains.

Uses Accident Booklet

The center of influence plan is based on asking a policyholder about the family next door or up the street, and obtaining sufficient information to make an intelligent approach. The new family is called upon in the daytime and

the woman is given a booklet on accident prevention. After the agent has created a friendly attitude in that way, he asks if he can bring a booklet to her husband in the evening and he usually gets her consent. He comes back with the rainy day canvass which is very simple with practically no text matter and is based around an illustration of a man and his family underneath an umbrella in a downpour. The sales talk is very well worked out and has a certain subtlety that is lost if the agent deviates from the text. This is why the proponents of the plan feel that it is necessary to learn it verbatim. It is not difficult to memorize the canvass, although the average agent naturally hates to concentrate on anything. However, the learning of the talk can be turned into a game and the men paired off so they can repeat it to each other. By learning the talk completely and making it a part of themselves, the mechanical objections are eliminated.

Older Men Difficult

The new men of course adopt the prepared sales approach easily as they are under supervision and are easier to get started in the right methods. It is the old timer who requires careful handling. Most of them are a little reluctant about accepting it and although some managers feel that it is best to let the old timer go his way, the more aggressive managers employ strategy in getting the older men to adopt the talk. By playing up successful use of the formal approach and having men who have closed business through it tell of their profitable experiences, its value is generally accepted.

Notable Insurance Men Sprang from Hopkinsville

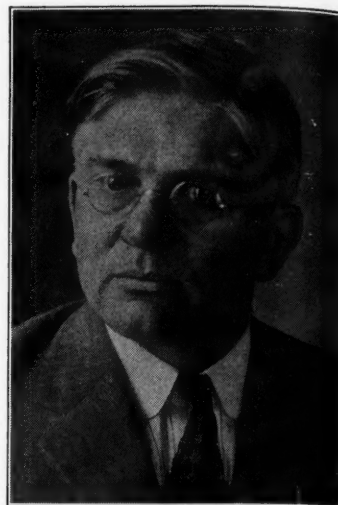
Hopkinsville, Ky., has sent out some prominent insurance men. It is a city that evidently possesses some sort of insurance ozone. McClure Kelly of San Francisco, Pacific Coast manager of the North America group, sprang from Hopkinsville as did his brother, Wallace Kelly of San Francisco, manager of the Pacific Coast department of the Yorkshire. George C. Long, Jr., now vice-president of the Phoenix of Hartford, came from this town. He formerly taught school and later practiced law in Hopkinsville. He was prominent in militia and at one time was captain of company D, third Kentucky infantry.

Aside from the two Kelly boys there were two other brothers that came out of Hopkinsville that had made their mark, they being Frederick A. and Allan D. Wallis. Frederick A. Wallis was at one time collector of the port of New York and was manager of the Fidelity Mutual Life in New York City. He has returned to Kentucky and is now spoken of as a candidate for some public office. He formerly clerked in Bassett's Dry Goods Store at Hopkinsville. His brother, Allan D., achieved fame as general agent of the Equitable Life of Iowa in Philadelphia. Wallace Kelly was well known throughout the southern states, especially in Louisiana and Texas where he traveled.

George E. Lackey, general agent of the Massachusetts Mutual Life at Detroit, who is one of the outstanding men in the National Association of Life Underwriters, was born at Pembroke, 10 miles from Hopkinsville. Another man who came out from Hopkinsville was W. N. Gaither, who went to Seattle and who became vice-president and acting head of the general insurance agency of Frank T. Hunter Company. In his earlier years he was connected with the L. & N. railroad, being assistant engineer in the Louisville-Cincinnati division.

Then there were the three Campbell boys who sprang from Hopkinsville. The father, Edward P., was a banker and lawyer. The eldest son, Edward T., started to practice law but later entered the insurance business and became

New Director



CHARLES SMRHA

Charles Smrha, the new director of insurance for Nebraska, brings to the work wide experience in various lines of activities. He was born in 1876 in Styria, of Czechoslovakian parentage and went to Nebraska in 1884. He was educated at normal schools in Lincoln and then was a teacher for several years and was county superintendent of schools. Later he was engaged in banking at his home town of Milligan. He has served two terms as state senator, as a member of the South Platte exemption board during the war and at the time of his appointment was state manager for the federal housing administration. He is known as a man of methodical habits of thought and is thoroughgoing.

president of the American Central. Hugh T. Campbell became a member of the general agency of Simpson, Campbell & Co. at Boston. Walter T. Campbell went to St. Louis and became head of a general and local agency. McClure Kelly had a desire in his early years to go into the railroad business but entered his father's local agency in Hopkinsville, he being Walter Kelly, who was one of the leading local agents in his day. "Jack" Moore, who sprang from the sacred soil of this city, later became special agent for the Hanover in Kentucky and West Virginia. Frank Buckner died in Louisiana while special agent for the Continental, he being a Hopkinsville boy. In later years two other brothers from "Hop-town," James and Ray Moss, entered the life insurance business. They constitute the firm of Moss & Moss, Louisville general agents Connecticut Mutual Life.

Harrison from "Hoptown"

W. H. Harrison, vice-president Atlantic Life of Richmond, Va., while not a native of Hopkinsville, lived there for many years as assistant to his father in running Bethel Female College. Mr. Harrison went to the Connecticut Mutual Life first as general agent and later superintendent of agencies at the head office. He really got the famous Moss brothers to go with the Connecticut Mutual Life, they being first at Tulsa, Okla.

Sues for Kentucky Salaries

LOUISVILLE, Sept. 19.—Commissioner McKay Reed has brought suit against State Auditor Talbott for wages due insurance department workers, held back by Talbott, who recently announced that he was holding up payrolls of state employees until they signed affidavits that they had not contributed to any campaign funds and had rendered service to the state for the wages received.



STABILITY

No Mere Coincidence

"It is surely no mere coincidence," writes a well-known economist, "that life insurance is most successful in the countries in which there is the greatest speculative activity in stocks and shares. Life insurance is a method of SAFE saving."

Like other progressive life companies whose agents are well equipped with modern contracts, The Great-West Life has found a fertile field in the healthy desire which actuates most men in their attempts to build up an estate. The stability of life insurance has never been more powerful as a selling factor than it is today.

THE GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE...WINNIPEG, CANADA

Trusteeship Is Basic Principle

(CONTINUED FROM PAGE 1)

and prompt handling of insurance details. It depends on the careful and painstaking investment of funds.

President Behrens said that business conditions do not warrant the management in letting down on standards of right and wrong. He said, "The real fact is that our thoughts control or should control our business and the greater seem the obstacles to be overcome, the more important that we stick to right principles and the larger ultimate harvest." The opportunity to advance is always at hand, said Mr. Behrens. "To do the job immediately before us, be it ever so trivial, and to do it well opens to each of us the next job and the strength gained by executing the first job makes for better accomplishment of the second one," he added.

The management of a company, he said, should believe in right principles and believe in its ability to stand for such principles. Mr. Behrens said that in the work of the life men they should always remember the broad and beneficial background in the institution of life insurance, whose objective is to equalize the benefits and burdens of life.

Dr. Dingman's Address

Vice-president and Medical Director H. W. Dingman asserted that last year there were 1,400,000 deaths and the life companies paid \$875,000,000 in death losses or \$600 each. One man got \$3,124,000, another got \$1,500,000, another \$1,046,000 and there were 17 who got more than \$500,000. He called attention to the fact that 50,000 people got nothing. Many of the beneficiaries of the latter class are on relief. There are 64,000,000 people in the United States who are insured. The population is double that number. Juvenile insurance has opened up the market for many who were hitherto excluded. Substandard insurance is extending its field every day. Dr. Dingman said that while agents do a good job in selling they do not conserve what they sell. More than 10,000,000 policies were lapsed and surrendered last year, the policyholders receiving in excess of \$1,000,000,000 from life companies in quit claims on their contracts. Some died within a year. Some have lost insurability and can never revive.

Dr. Dingman said that the 1935 death rate is running about like 1934. In any representative village of 1,000, 11 are dying. Many of these deaths are sudden. Last year \$14,250,000,000 of new life insurance went on the books and \$10,250,000,000 went off because policies were lapsed and surrendered. Two-thirds of the amount paid to policyholders last year went to living policyholders and \$875,000,000 to death losses. Dr. Dingman said that when an industry loses as many clients in one year as there are persons in a city as large as Pittsburgh, at a cost of more than \$1,000,000 for lapsed and surrender policies, untold sorrow is sure to await some hapless dependent. The cost of replacing lost business must surely be absorbed in the premiums of the business that remains.

D. M. Phipps, superintendent of agents, made the announcement of the new family security policy recently devised to supplement the family income contract. He said that a good agent sells his idea to the prospect whereas the prospect sells the ordinary agent on the difficulties of the sale. A good agent sets himself a goal and really works for it, whereas the poor agent hopes to have a good year but makes no special plan to bring his hopes to fulfillment.

Green Retires from Firm

Theo. M. Green has retired from the general agency of Green & Combs for the Massachusetts Mutual Life in Oklahoma City, and H. E. Combs be-

came sole general agent for western Oklahoma. Mr. Green will devote his entire time to personal production. Green & Combs succeeded G. E. Lackey as general agents when the latter became Detroit general agent several years ago.

General Agents Group Elects

Maurice L. Killion, general agent of the Continental Assurance at Canton, O., was elected president of the company's General Agents & Managers Association at the annual meeting in Chicago this week, preceding opening of the One-Two-O club agents convention. Other officers are: Vice-president, William Hargarten, Milwaukee; secretary-treasurer, Cord Lipe, Rockford, Ill. Directors are: E. L. Grant, Chicago; Norman Vetter, Madison, Wis.; Luther Moor, Dayton, O., and Clarence Thiele, Milwaukee.

Life Notes

H. L. Bridgman, vice-president Great American Life of San Antonio, will spend his vacation attending the National Association of Life Underwriters' convention at Des Moines and visiting Chicago and other points in the middle west.

The Commerce Trust Co., Kansas City, Mo., has adopted an employee retirement-pension plan for its 500 employees. Bank and employees contribute alike to payment of costs. The Metropolitan renewed the contract.

Alfred M. Best Co. Starts Series of "Ads" in Six States

The Alfred M. Best Company of New York started the insertion of display advertising in 150 daily papers in six states offering confidential reports on any life company that the inquirer sought for a fee of \$2. The advertising is headed, "Do You Know What Is Back of Your Life Insurance Policy?" The advertising claims that there are many companies in doubtful condition selling life insurance. The advertisement inserted this week will be followed by others of a similar nature in a regular series.

Heretofore these company reports were made available only to subscribers to the full service of the Best company. This arrangement is understood to have been made because in the 1935 Best's Life Insurance Report there are omitted reports on a large number of companies. Therefore, probably the demand for confidential reports will be largely on those companies that are omitted in Best's book.

In order to get these confidential reports, a person must sign this agreement:

"I hereby employ Alfred M. Best Company, Inc., to secure and furnish information respecting the financial con-

dition, management and reputation of insurance companies, associations and societies, and agree that all such information is to be furnished in strict confidence and for my sole use and benefit. Although it shall exercise all possible care it shall not be liable for loss sustained by reason of the inaccuracy of, or delay in furnishing, such reports and information. I agree that Alfred M. Best Company, Inc., shall act as my agent in securing and reporting this information and that it shall under no circumstances be required to disclose its source."

Conservation Agency Set Up

A department of conservation has been created in the banking and insurance division in New Jersey. It will serve to centralize supervision of defunct insurance companies, building and loan associations and banks. It will act as the consolidated agency for the department's insurance office, which was located in Newark until its recent removal to Trenton.

Fred M. McMillan, Los Angeles general agent Penn Mutual Life, who is absent on a vacation trip to his old home states of Alabama and Georgia, expects to attend the annual agency convention of the company at White Sulphur Springs, W. Va., Sept. 23 to 25 before returning to California.

AGAIN AN INCREASE

For the seventh consecutive month our insurance in force has increased—the total now exceeding two and a quarter million—which means the boys are making money.

Reasons—

- § A Liberal General Agency Contract—
- § A Financing Plan for the Agency—
- § A Plan for Financing your men—
- § Unique Sales Helps—
- § A Policy for every purpose—
juvenile, women, group, wholesale, etc.
- § A Tested Organized Selling Plan
- § A detailed plan for finding—training men
- § A unique supervisory system
- § Accounting methods for your office that tell you just
where you're heading
- § An understanding, cooperative, sympathetic Home Office
- § An old, substantial, Mutual Company—over 50 years—
Not too big to know you—
Big enough to command respect anywhere

Interested?

Then ask for our FACTS booklet!

Harold J. Cummings, Vice President

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

EDITORIAL COMMENT

Advantage of Conventions

ONE advantage of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS conventions and other organizations of the kind is that they are a clearing house for ideas and problems which affect the life business as a whole and which aid individual agents to crystalize the opinions and conclusions which they present to the public. At the present time life underwriters the country over are wondering what the social security program will mean eventually to the life insurance business. Already calculations are being made as to what the free old age pensions, old age insurance, unemployment insurance and other aids for the unfortunate will mean in dollars and cents and one estimate already made by competent authority is that the insurance reserves under social security legislation may pass 30 billions of dollars.

The total life insurance reserves after 75 years of operation of the business now reach only 22 billions. At one swoop the present administration of the government proposes to set up a compulsory plan for various kinds of social security the insurance features alone of which will require setting aside as much as the present government debt and nearly one-third more than the present life insurance reserves.

At first glance this appears to mean a tremendous blow at the structure of life insurance and agents naturally are wondering how their business is going to be affected in the long time pull by these governmental operations.

Only the other day a man came into the writer's office and asked his advice as to whether he should supplement the reserves on his present life insurance by taking out an additional annuity in order that when, according to his scheme for himself, he could retire to his farm for the rest of his life and have an annuity of \$100 a month absolutely certain for his needs. He was told that life insurance, in the opinion of the writer, offers the one safe guarantee that he would have this modest income and that in the company in which he proposed to take it out he could feel that he was absolutely secure. This man apparently cared nothing about the low interest return which he would get through life insurance; all he wanted was absolute security, and to have this he would have to invest only about \$6,000 in addition to his present life insurance holdings. We believe we gave this man the right advice when we told him to follow the life insurance-annuity plan.

Now suppose he were to rely in part on the government social security plan; how safe could he feel that he could be sure of this income after he had given

up his position and retired to his farm?

In the first place, how can he feel sure that the policy of the present administration will be continued by future administrations? How does he know that the wealth of the country will be sufficient to enable the government to extract the vast sums required through taxation? How does he know to a certainty that we shall not have a vast war which will bankrupt the government or in some other way make impossible the payment of his pension up to the time of his death? The present administration discontinued for a time the pensions of the Spanish war veterans and those veterans who were relying entirely on the government's agreement to pay their war pensions were no doubt thrown back on public support in some way. The history of pensions has been that no pension plan outside of the insurance companies has been so safely buttressed that it could be relied upon and is there any reason to believe that a politically controlled system of pensions is absolutely safe in this country for the future?

We believe it is a fair interpretation of the political and social spirit of this country even at the present time to say that in the final analysis each individual must rely upon his own efforts rather than upon a changing government for his security. While the government might continue to pay pensions and other benefits provided in legislation for a long time there is no guarantee that can be relied upon that society and government will not change its policy throughout all contingencies of war, economic prostration or other upsets of society and government. It is certainly the spirit of the country that the only obligation of society to the individual is that so far as possible the sick, the aged and the inefficient poverty stricken individual shall not be permitted actually to starve. All schemes beyond this are in the field of the uncertain and the improbable so far as the "long pull" is concerned, and therefore fraught with dangers.

Already the question of the constitutionality of the social security program has been brought up and a UNITED STATES SUPREME COURT test is awaited. According to an article in the "Business Week" "opponents claim the UNITED STATES SUPREME COURT will throw out the two main parts of the scheme—old age and unemployment insurance—as unconstitutional." The old age reserve is expected to reach 30 billions by 1960 and 47 billions by 1980, all invested in government bonds. Even should the UNITED STATES SUPREME COURT approve the legislation it does not follow that the scheme will not break down of its own weight

nor that it will be possible for the people as a whole to pay these vast benefits. At the present time taxes are levied largely upon wealth accumulated in the past and when this wealth has been largely dissipated where will the money come from?

It is such questions as these which the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS and similar organizations should attempt to analyze and solve in the in-

terests of the public who up to now have largely placed the question of their security in the hands of the life insurance business. Our own opinion is that any form of social or governmental security will in the last analysis be confined to charitable enterprises and that the average individual will be expected in the future, as he has in the past in this country, to take care of his own personal and family obligations.

Getting Left at the Post

THERE are a great many business men and heads of enterprises who seemingly are afraid to go ahead or try out their mettle during these days. They blame the federal government, the brain trusters, President ROOSEVELT and the New Deal, using all these as a pretext for not forging ahead. Many life insurance salesmen these days, hearing all this talk take it for granted that there is little use in making an effort to sell men of affairs any insurance because of their attitude. They are afraid to step forward.

Many insurance men are being left at the post because they are not going

ahead. Even under most trying circumstances there is always an opportunity to march forward and accomplish something provided a man has the proper attitude in mind, is prepared for his task, intelligently applies himself to his work and is industrious. A life insurance man can accomplish something and even very much if he consistently, conscientiously and convincingly works, and works hard. There is grave danger these days in life salesmen going backward instead of forward. There is nothing in standing still, because when one attempts to stand still he is forced back in the procession.

PERSONAL SIDE OF BUSINESS

E. P. Greenwood, president of the Great Southern Life, has been in Asheville, N. C., having motored through the western and northwestern states including the entire Pacific Coast, traveled through Texas, Arkansas and Tennessee. He finds a general upturn in business along different lines and feels that agriculture, real estate and value of stocks and bonds are slowly but surely returning to their true levels.

Albert E. Babbitt, vice-president and actuary of the Lamar Life of Jackson, Miss., has returned to his duties after a vacation of about four months.

Griff Johnson, second vice-president and assistant treasurer of the Equitable Life of Iowa, has retired, having passed his 75th birthday. He has lived in Des Moines since he was five years of age. He was associated with the Northwestern Mutual Life in the real estate investment department for a number of years and in February, 1911, went with the Equitable Life.

Harry Coffee, Oregon and Washington manager for Mutual Benefit Health & Accident and United Benefit Life, of Omaha, with headquarters at Portland, recently had an unscheduled and uninvited visit with President Roosevelt. Mr. Coffee, who pilots his own airplane, was enroute to the airport at Newark, N. J., when his plane was forced down on the President's property at Hyde Park, N. Y. Guards immediately investigated the sudden landing and low flight over the chief executive's house. Mr. Coffee's plane was surrounded by secret service men who were politely curious about Mr. Coffee's business and the reason for the abrupt call. Everything was explained satisfactorily with the secret service men giving the needed

assistance. Just prior to taking off, Mr. Coffee spied the President on the porch and the President waved his cane gaily as the ship departed.

F. J. DeCelles, Massachusetts insurance commissioner, has received a commission from Governor Ruby Laffoon of Kentucky, appointing him "Admiral of Massachusetts Bay." The distinction is bestowed on Commissioner DeCelles as a result of a recent fishing experience when the commissioner lassoed a goodly sized haddock in Massachusetts bay by the tail.

W. D. Cale, vice-president and actuary of the Service Life of Omaha, has returned to his desk after an absence of over a week occasioned by an injury to his knee and a subsequent operation.

David R. Hoover of Detroit, who made a great record for the Pacific Mutual Life there, and resigned to go with the Columbus Mutual Life last July, with Peter Vandermade, put 18 new men under contract the first month, 12 getting into production at once. The office wrote \$125,000 the first month and celebrated the occasion by taking a cruise on Lake St. Clair in the cabin cruiser "House of David." Mr. Hoover and Mr. Vandermade are doing training work as well as being engaged in personal production. Mr. Hoover is an ardent yachtsman and has made an excellent record on the waters adjacent to Detroit.

At the recent Columbus Mutual Life agency convention he presented a paper.

H. A. Binder, who is retiring from the general agency of the Massachusetts Mutual Life in San Francisco has been handicapped by ill health for several



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years. Mr. Binder plans to spend the next year in complete relaxation under the care of his physicians after which he will return to the company as a personal producer.

Despite the heavy handicap of ill health Mr. Binder has built a remarkable record. He has been general agent for the Massachusetts Mutual since 1919 and for ten years of that time he consistently produced personally more than \$1,000,000 annually. In addition he aided in the development of other large producers, including one consistent million-dollar-a-year agent.

Marion R. Cummings, 54, general agent New England Mutual Life, Seattle, fell or leaped to death from his office window.

Stephen Matyas, Hazleton, Pa., manager Ohio State Life, has completed 300 weeks of consecutive production. He has written policies every week since he became associated with the company.

Joel T. Traylor, general agent in Indiana for the Northwestern National Life, has been appointed dean of the Y. M. C. A. night school of commerce. He has been an instructor in salesmanship for 11 years.

William Jenkins, father of Vernon H. Jenkins, vice-president Occidental Life of Los Angeles, passed away at his home in South Pasadena, Cal. He would have been 89 years old in October.

C. A. Macauley, state agent John Hancock Mutual Life in Detroit and past president Associated Life General Agents & Managers and Qualified Life Underwriters, was appointed a Ken-

tucky colonel by Governor Ruby Laffoon of Kentucky in Chicago last week on the occasion of his retiring as president of the John Hancock General Agents Association. The presentation was made by the John Hancock general agent in Louisville.

A. C. and Ralph E. Larson, managers of the Central Life of Iowa in southern Wisconsin with headquarters at Madison, held "open house" at their new offices in the Commercial Bank building. There were many floral offerings and congratulatory messages received. A. C. Larson is the veteran Central Life man of his state and his partner is his son.

The Larsons scooped the highest honors among all agencies for efficiency and production during the 1934-1935 "C. L. A. S. Club" period. A suitable trophy with all of its honors went to the agency as a whole for being the leading general agency in paid business. The other prize, a beautiful wrist watch, also honoring the agency but more specifically honoring the man who won it, went to T. W. Melham of Milwaukee, for being the leading individual producer in paid volume and paid premiums.

C. J. Zimmerman, general agent of the Connecticut Mutual at Newark, has been added to the faculty of Dana College at Newark to give a course in insurance salesmanship in cooperation with the Life Underwriters Association of Northern New Jersey.

Mrs. Estella Moriarty, 60, wife of W. J. Moriarty, St. Louis general agent for the Guaranty Life of Iowa, died from arthritis.

NEWS OF THE COMPANIES

Report Made of Examination

Illinois Department Tells of Its Findings After Probe of the Washington National

The Illinois department has released its report of examination of the Washington National of Chicago, as of Dec. 31. The assets are \$3,457,700, contingency reserve \$23,982, capital \$600,000, net surplus \$700,000. The report says that the company is in an exceedingly sound financial condition, having a policyholders surplus of \$1,300,000, it being more than ample to meet any contingency which may arise. The investment portfolio is composed of high grade securities, lending themselves readily to liquidation. Claim payments have been made in accordance with the policy provisions. The report says that the general operating expense and loss ratio has been very favorable. Its natural growth, the report says, during its 12 years has been augmented by the acquisition of the life, accident and health business of the following companies in whole in some cases, in part in others: Washington Life & Accident, Fidelity Life & Accident, Federal Reserve Life of Kansas City, Kan., Continental Life of Missouri, American National of Texas, Greensboro Life of North Carolina, Peoples Life & Accident of Missouri, American Bankers of Jacksonville, Ill.

Has Fine Dividend Record

Since organization the report says, the earning capacity of the company has been such as to warrant payment of dividends with the exception of 1924. It has paid since organization in cash dividends \$1,733,540. This includes a stock dividend of 100 percent in 1929. The first year premiums last year were \$76,211 on life business and commissions \$50,248. The renewal premiums were \$75,919 and renewal commissions \$5,079. The industrial premiums were \$910,288 and the commissions \$209,224.

Aside from the premium income, its other income was \$159,884. It paid policyholders \$233,745 and its other disbursements were \$841,225. The ordinary business written last year was \$4,679,708 and the amount in force was \$7,683,667. Its industrial business in force was \$29,350,857. The mortality ratio was 46.8 percent. The net rate of interest earned on mean invested assets was 3.5 percent.

Accident Statistics

In the accident department the premiums written were \$4,206,597, policyholders were paid \$1,691,593 and there were other disbursements \$2,002,240. There is \$385,281 premium reserve in the accident department. The losses incurred to premiums earned were 47.5. The underwriting expense was 49.8 and the total losses of expenses occurred to total income earned was 96.1 percent.

Orders Receivership Action

JANESVILLE, WIS., Sept. 19.—Receivership proceedings against the Rock River Benevolent Societies, formerly operating in this territory as a life fraternal, have been ordered by Circuit Judge Grimm in the suit of Hugh J. Sweeney, administrator of the estate of Edward F. Sweeney, against W. S. Northway of Clinton and others promoting the society.

Judge Grimm granted a motion for an order to show cause why a receiver should not be appointed, and set Sept. 23 for a hearing.

Broadcast Plans Made

The Occidental Life of Los Angeles on Oct. 3 begins its radio serial "Winning the West," which will be broadcast every Thursday evening, 9:30 to 10 p. m., Pacific standard time.

Points in the Examination

Secretary N. A. Nelson, Jr., of the Old Republic Credit Life of Chicago states that in the Illinois report of the examination of the company no state-

ment was made that the investment account had been bolstered by the acquisition of the State Life of Illinois. Furthermore, the examiners did not find that the agency expenses are heavy, but they stated they had been heavy in the past.

September Ramey Month

During September, the field force of the Washington National is engaged in a contest in honor of the birthday of J. F. Ramey, vice-president and secretary.

Mike O'Sullivan Resigns

Mike O'Sullivan, vice-president Sun-set Mutual Life of Los Angeles, has resigned. He plans to take a vacation before reentering the business.

Simpson Heads Department

The Protective Life, has appointed Grady Simpson supervisor of the salary

savings department. Mr. Simpson has been acting manager for several months, and prior to his connection with Protective Life in 1933, had been mainly interested in the selling of salary savings business.

D. C. MacEwen Elected Director

D. C. MacEwen, vice-president of the Pacific Mutual Life, has been elected a director and member of the executive committee of the company. Announcement of the election was made by President George I. Cochran at the annual meeting of the Pacific Mutual Agency Association in Des Moines this week.

Allow Royal Union Fees

DES MOINES, Sept. 19.—The federal court here approved final fees of receiver and counsel in the Royal Union Life receivership as follows: L. A. Andrew, receiver, \$10,000, balance of \$50,000 fee; P. M. Henry, counsel, \$15,000; Carr, Cox, Evans & Riley, for serv-

Forgetting Men

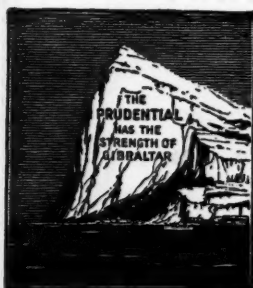
For every "forgotten man" there are many who themselves forget or are indifferent.

They forget about the importance of vital life factors.

They forget too often, for instance, about the necessity of PROTECTING dependents with wisely-selected insurance on their own lives.

They need a reminder, and it is the duty of the Life Insurance Salesman to provide the needed nudge.

Search them out!



The Prudential
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

ices performed by firm's deceased member John Ingraham, associate counsel to Henry, \$3,500.

Counsel stated that the receivership is likely to be wound up within six months. The only things delaying windup are several lawsuits. When the company was thrust into receivership in June, 1933, it had book assets of \$37,000,000. Since then, receivers have had receipts of \$1,800,000.

The Royal Union business was reinsured in the Lincoln National in November, 1933.

Cushman Joins New Company

C. H. Cushman, who has had 20 years' experience in agency work, has been appointed secretary of the agency department of the recently organized Southern Life of Atlanta.

Head in Detroit

President Walter W. Head of the General American Life spoke to a sales conference of the newly established Detroit branch, outlining the history, financial structure and stability of the company and its policies. D. W. Hopkins, assistant to the president, introduced him. They were both guests at a luncheon given by Manager J. M. Rhodes which was attended by agents and brokers. Mr. Rhodes held a reception

for Mr. Head at which general agents and managers and supervisors of other companies in Detroit met Mr. Head.

Cosmopolitan Old Line

The Cosmopolitan Old Line Life of Lincoln, Neb., has been elected a member of the American Life Convention, Col. C. B. Robbins, manager and general counsel, announces. This company, organized in 1918 with the principal aim of inducing thrift by saving, is headed by Jack Matthews as president. The company operates in Colorado, Nebraska and South Dakota.

Name Advertising Assistant

Charles Patterson has been appointed assistant to the advertising manager of the Excelsior Life of Toronto.

Life Company Notes

The Public National Life of Little Rock, Ark., with which has been combined the Public National Life of Joplin, Mo., shows after the consolidation assets \$24,311, capital \$80,000, net surplus \$3,854, insurance in force \$7,293,310. It has been licensed in Oklahoma where W. C. Ruth of Tulsa is general agent.

Rufus C. Brown, president of the Cook & Brown Lime Co. of Oshkosh, Wis., who had been a director of the Wisconsin National Life since 1912, died last week. He was a pioneer in the community and was prominent in many lines.

LIFE COMPANY CONVENTIONS

Northern Life Agents Meet

President Morgan, Other Home Office Officials, Talk at Tower Club Rally at Gearhart, Ore.

The Tower Club convention of the Northern Life was held at Gearhart-by-the-Sea, Ore., for three days. President D. B. Morgan was the headliner on the program. Horace Hathaway of Spokane is president of the club.

Irving Morgan, vice-president, presided at the first morning session, President Morgan extending a welcome and response being by R. W. Jones. On the program were A. S. Cartwright, whose subject was "Northern Life Ammunition;" Vice-president D. M. Morgan, who spoke on "Back of Northern Life Policies;" and H. O. Seale, Jr., on "Your Career and Profession of Life Insurance."

In the afternoon there was a field program with ball game and novelty events. The annual dinner was held in the evening.

Officials on Program

A business program was held the second morning, W. L. Miller speaking on "Self-Reliance;" J. C. Hazlett on "The Sale of Accident & Health;" George La Fray on "Cooperation between Home Office and Field;" O. D. Sanford on "Underwriting Principles;" O. A. Ehrenclou, actuary and assistant secretary, on "As the Actuary Sees It." Irving Morgan gave comments. Luncheon and a golf tournament followed. There was also a putting contest and horseshoe tournament with prizes in all events.

The managers' meeting was held the third morning, D. M. Morgan presiding. There was a trip to Cannon Beach and a farewell luncheon, at which President Morgan gave a brief talk.

Atlantic Life Officials in Several Agents Meetings

Life insurance will remain the country's greatest protecting force and economic stabilizer, R. G. Richards, agency secretary Atlantic Life, told 60 representatives of Atlantic Agency, general agents for the Atlantic in Virginia and the District of Columbia, at the annual fall rally in Richmond. A production program for the remainder of the year was mapped out.

Mr. Richards said governmental activities in the field of social insurance, are not substitutes for life insurance. Talks were also made by President A. O. Swink and other company executives. Agency meetings with the same purpose in view were held at Columbia, S. C., and Raleigh, N. C. Following an all-day business session at Columbia, a testimonial dinner was tendered Winchester Graham in celebration of his 20th anniversary as general agent. Home office executives spoke there and also at Raleigh. Agents from Savannah and Charlotte joined in the Columbia meeting, while those from Rocky Mount and Greensboro participated in the meeting at Raleigh.

Central Life of Iowa Meetings

Vice-president and Agency Manager J. H. Leaver of the Central Life of Iowa is holding a series of district meetings and each will be attended by different home office speakers. The dates set are:

Ohio District—Oct. 5, at Canton; Michigan—Oct. 7, at Lansing; Illinois—Oct. 8, at Chicago; Minnesota—North Dakota—Oct. 16, at Minneapolis; Northern Wisconsin—Oct. 17, at Appleton; Southern Wisconsin—Oct. 18, at Madison; Missouri-Kansas-Oklahoma—Oct.

25, at Wichita; Eastern Iowa—Oct. 28, at Cedar Rapids; Western Iowa-Nebraska—Oct. 30, at Fort Dodge.

Midland Life Convention

The first annual convention of the Leaders' Club of the Midland Life was held at Excelsior Springs, Sept. 16-18. Approximately 25 outstanding producers from Missouri, Kansas, Texas and Oklahoma attended. Officials of the company plan to make the event an annual one.

Daniel Boone, president; W. J. Bales, vice-president and treasurer in charge of investments, and O. C. Thornton, vice-president in charge of agencies, attended from the home office.

Union Central Convention

Over 200 attended the White Sulphur Springs meeting of the Union Central Life's \$500,000 Club this week. A large delegation, headed by President W. H. Cox, arrived from Cincinnati on a special train.

Clifton Agents on Outing

Bert Clifton, Wichita, Kan., manager for Mutual Benefit and United Benefit of Omaha, and Jesse Clifton, his brother, Enid, Okla., manager for the same companies, accompanied by 15 of their highest producers, were entertained at a dinner given by D. M. Brovan, superintendent of agencies, in Omaha this week. From Omaha, the Clifton brothers continued with their combined crews to Minnesota where the agents are to be treated to a full week's outing.

Convention Notes

Michigan agents of the Equitable Life of New York met at Charlevoix, Mich., for a three-day sales conference.

The New England agencies of the Northwestern Mutual Life will meet in Worcester, Mass., Oct. 16. Ray Chapman of the home office plans to be present and probably other home office representatives will attend.

News of Pacific Coast States

Penn Mutual Agents Have Special Feature for Meeting

General Agent G. A. Scotland of the Penn Mutual Life at Oakland, Cal., will have seven members of his agency attending the agency convention at White Sulphur Springs, Sept. 23-25. Mr. Scotland has worked out a unique plan, advertising the coming World's Fair in his city. He has secured complete uniforms, dressing up the agents in kilts. They will have bagpipes and all the proper Scottish accompaniments. He will put on a musical entertainment while the men are parading up and down the convention. Those who will attend are as follows:

Moss P. Bates, district manager Fresno office; Paul G. Esenman, district manager Marysville; Mel Newfield, field supervisor of the valley territory; T. G. Elwert, underwriter from the Sacramento office, and Robert B. Cooper, district manager Sacramento.

Prospects Look Good

SAN FRANCISCO, Sept. 19.—Life general agents and managers here are expressing renewed optimism for business during the remainder of the year. They are confident that recent private and governmental activities and propaganda has stimulated public interest in life insurance, annuities and income forms. Most of the offices already report marked increases in their volume.

• Performance •

OVER \$100,000,000 has been paid to policyholders and their beneficiaries by The State Life Insurance Company of Indiana, from date of organization, September 5, 1894. In 1934 payments to policyholders and beneficiaries totaled over \$7,300,000. Forty years of dependable performance indicates the strength, security and progress of this time-tried, purely mutual company.

THE
STATE LIFE
INSURANCE COMPANY

Indianapolis
Indiana

1894 • PURELY MUTUAL • 1935

of new business so far this year, some reporting as much as 100 percent gains.

Arch Branic Is Transferred

Arch C. Branic, for four years district manager of the Occidental Life at Sacramento, Cal., has been transferred to Arizona where he will serve the company as state manager. Mr. Branic is president of the Sacramento Life Underwriters Association and vice-president of the California State Association.

He will be succeeded by R. A. Vandergrift, former director of finance of California in the Sacramento agency.

Women's League Meets

Mrs. Bruce M. Ashton of the San Francisco agency of the Connecticut General Life spoke to the San Francisco Insurance Women's League on opportunities and the service of life insurance.

D. G. Kelly, Equitable Life, chairman of the membership committee who discussed the association, its activities and opportunities for service.

Salt Lake City—Dr. S. S. Huebner, president American College of Life Underwriters, and Mrs. Huebner were honored guests at the opening fall meeting. Dr. Huebner declared the "nation is headed for better times" and insisted that the possibilities for life insurance are unlimited. Other speakers included Dr. T. A. Beal, dean University of Utah school of business.

Abilene, Tex.—H. S. Hays, Amicable Life, has been elected president, succeeding Alex Bohnert, resigned.

Federal Court Indicts 15

Farmers in Farm Sale Riot

KANSAS CITY, MO., Sept. 19.—Uncle Sam cracked down on 15 farmers alleged to have been responsible for a demonstration by some 1,000 farmers that prevented United States Marshal Henry Dillingham of the western district of Missouri and three aides from proceeding with a foreclosure sale at Plattsburg, Mo., of property securing a \$16,000 mortgage held by the Mutual Benefit Life. The security was a 320-acre farm of Sam Devilbiss.

The federal jury here indicted 15

Ladies' Month Featured by Cedar Rapids Life

The Cedar Rapids Life springs a new form of contest. September is designated as "Ladies Month" with that company. The management says that this gives the women a chance to encourage their husbands in their work and to assist them in getting prospects. Therefore, quotas have been assigned each agent and he has a chance to win a pair of shoes for his wife or some other woman in his family.

farmers on charges of conspiracy to violate a federal statute prohibiting interference with an officer in the performance of his duty, and District Attorney Milligan issued writs of attachment charging these men with contempt of court. Eleven were waiting to testify before the grand jury when arrested on the contempt charge and taken to jail. Devilbiss was among those indicted.

H. F. Plenus, 60, district manager at Manitowoc, Wis., for the Wisconsin Life, ended his life at his home.

NEWS OF LIFE ASSOCIATIONS

New Jersey Hits Part-Timer

Association Goes on Record Opposing All But Full Time Men—Clayton Explains Step

NEWARK, Sept. 19.—According to John E. Clayton, president, the Life Underwriters Association of Northern New Jersey, has gone on record as being opposed to the part time life insurance agent. In making the announcement, he states that this step constitutes one of the strongest actions ever taken and places life insurance distribution on a plane comparable to its vast and vital value to humanity. The main purpose of such a movement, Mr. Clayton points out, is to increase the usefulness of the life underwriter to the public at large, by increasing his per-capita ability and to serve the public more effectively.

San Antonio Association in Plan to Form Leaders Club

Proposal to organize a "leaders club" was discussed at the monthly meeting of the San Antonio association, final action to be decided on later. A letter from Commissioner R. L. Daniels concerning employment of inspectors to eliminate illegal practices was read, the members being urged to cooperate. O. P. Schnabel spoke of the coming address of Vash Young, "The Go-giver versus the Go-getter," to be given in San Antonio, Oct. 31, under auspices of the association.

Matthew Brown, general agent, and E. H. Benedict, agency supervisor, both of the General American Life in San Antonio, were presented as the first C. L. U. degree holders in the section. Mr. Brown spoke of C. L. U. work, saying it represents the professional attitude toward life insurance selling. He stressed that the primary consideration is to sell life insurance; if the prospect permits the rendering of a professional service, then that should be given. He said that when "peddling" of life insurance is all that the prospect will permit, the agent must sell him on his own terms—though an intelligent service is the idea.

New York—The association Sept. 26 will open a series of business-getter meetings for members only to be continued Thursday afternoons almost every month until next summer. A well known life insurance man will lead each meeting, speaking for half an hour and leading discussion for half an hour. C. P. Dawson, production manager Beers agency, New England Mutual Life, will conduct the first meeting starting at 4 p. m. in the Hotel Pennsylvania. He has a national reputation for work in management and life insurance education.

Windsor, Ont.—Frank Robinson, Montreal, manager Mutual Life of Canada, opened the sales congress with an inspirational talk. G. Fay Davies, assistant general manager Northern Life, spoke on "The Little Things That Make Great Salesmen" and R. T. Boyes, western Ontario supervisor Excelsior Life, on "Today's Problems and Tomorrow's." A. L. Cawthorn-Page, Canadian manager publications division Metropolitan Life, "The Place of Industrial and Ordinary in the Life Insurance Business," R. J.

Wood, assistant superintendent of agencies Imperial Life on "See Me in Three Months." Mr. Davies talked again on "Our Great Opportunity" and Frank Robinson closed with an inspirational talk. Peter Brown and W. A. Haslam, manager Metropolitan Life, presided.

Grand Rapids—Members of the Grand Rapids association and insurance men, invited for the occasion, heard a talk by Commissioner J. C. Ketcham at the monthly meeting. The commissioner stressed that life companies invest more of their funds in Michigan than the total cash values of Michigan policies. He said the investment total is approximately \$600,000,000 while that of cash values is only about \$486,000,000. Total Michigan premiums annually, he said, are approximately \$180,000,000.

Philadelphia—An outing featured the opening of the fall season. Next month the various branches of the association will swing into action with luncheon meetings. The supervisors will meet Oct. 2, followed by the managers Oct. 10 and a general meeting Oct. 17. The golf low gross prize was won by Walter Reynolds, Penn Mutual, with an 80. The baseball game between Dick Odolone's College All-Stars and the Equitable of New York's nine was won by the former when the Connecticut General agent led his team to an 11-to-10 victory.

Chattanooga, Tenn.—Within two months the membership of the Chattanooga association increased from 42 to 104. This has taken place since L. W. Rhodes became president and created a special membership committee with Jack Diamond as chairman. Mr. Rhodes is home office manager of the life department the Interstate Life & Accident.

Dallas, Tex.—V. B. Coffin, superintendent of agencies Connecticut Mutual, spoke at the September meeting on "Life Insurance Selling in the Fall of 1935." Mr. Coffin, who has recently completed a trip over most sections of the United States, reported business "beating back to normalcy" and believes agents will be able to sell more life insurance this fall than in the spring and summer.

President R. B. Shields urged that all agents who plan to take up C. L. U. work this fall make their intentions known at once. Classes in Sections I and II began Sept. 15. He pointed out that these sections will be of great value to life agents whether they desire to complete the course or not.

Indianapolis—The approaching fall months will offer the best opportunities for life companies the country has known in the last five years, J. M. Fraser, New York, president Life Underwriters Association of that state, told members of the Indianapolis association at a luncheon meeting. He based his contention on numerous reports of large American industries quoting substantial increases in profits, some industries boasting the best returns since 1928. He gave detailed advice to agents on methods of selling insurance and finding and holding prospects.

Cedar Rapids, Ia.—A. W. Carlton, district manager Metropolitan Life, explained the history and modern practice of industrial insurance. He compared industrial insurance with regular life, showing some of its advantages and comparative costs.

San Francisco—The first of a series of meetings to be presented by the membership committee before the various agencies as a part of the plan of the present administration, was presented to the M. R. Nyman Agency of the Occidental Life. Speakers were C. W. Peterson, manager Phoenix Mutual Life on "Rhythm"; W. V. Power, assistant manager Aetna Life on "Programming" and

LIFE INSURANCE

The ONE Certain Protection . . .

The ONE Safe Investment . . .

TO how many of your investments can you point as being worth the same in dollars and safety as they were in 1929? It is heartening to note that Life Insurance is still the same safe sanctuary of protection, the same sterling asset that it has been for more than one hundred years in America.

- American business history holds no parallel to the records of life insurance companies in weathering depression periods with flying colors.
- The stewardship, vision and acumen of American life insurance management was never better illustrated than during the years 1929 to 1933.
- Of all forms of business in this country, it safely may be said that none suffered so little damage as the institution of Life Insurance.
- It is during troubled times that Life Insurance proves itself a citadel in which all men may take refuge.



Bankers Life Company

Gerard S. Nollen, President
Des Moines, Iowa

A MUTUAL LIFE INSURANCE COMPANY IN ITS 57TH YEAR

More



for You

The New "All-in-One Policy"

will increase your production . . . You can sell larger policies and more policies. Increased premium income with level commissions means increased renewals every year.

THIS COMPLETE PROTECTION PLAN COMBINES
Life, Accident, Health, and Retirement for Old Age

IT PAYS

Monthly Income in case of ACCIDENT
Monthly Income in case of SICKNESS
Monthly Income for loss of HANDS, FEET or EYES
Monthly Income for DEATH from ANY CAUSE
Monthly Income for RETIREMENT

ADDITIONAL ADVANTAGES

Participating—Non-Participating—Juvenile—Special Competitive Policies
—Disability Income—Annuities—Family Maintenance—Commercial Accident and Health

All these advantages with One of the Strongest Life Insurance Companies in America

The Ohio State Life Insurance Co.
Columbus, Ohio

AMERICAN CENTRAL LIFE INSURANCE COMPANY

ESTABLISHED 1899

INDIANAPOLIS, INDIANA

● Agency contracts particularly designed to give maximum compensation for quality business and so drawn that renewal results in a steadily pyramiding income for the man or woman who is looking for a permanent connection.

LIFE AGENCY CHANGES

Changes by Fidelity Mutual

P. H. Ryan Made Manager at Louisville and J. W. Saunders Assistant Manager at Jackson, Miss.

Phil H. Ryan has been appointed manager for the Fidelity Mutual in Louisville, with office in the Starks building.

He has been ten years an agent with the Mutual Benefit in Louisville. He is a native of Louisville and attended the University of Virginia and Center College, graduating with degrees of B. A. and M. A. For several years he taught English at the Louisville high school from which he graduated.

J. W. Saunders has become associated with the Jackson, Miss., agency of the Fidelity Mutual as assistant manager. Starting in 1914 as a general agent for the Missouri State Life, he resigned to enter the war. Upon his return he represented the New York Life in Jackson, Miss.

In 1924 he became vice-president of the Whitten Agency, representing the Home Life of New York. In subsequent years he was successively fourth, ninth, seventh and second in the United States for production with that company—twice entering the \$500,000 class. He is a graduate of Virginia Military Institute where he was a contemporary fraternity brother of Admiral Richard E. Byrd.

Mr. Saunders is widely known as a formidable golfer. In 1928 he won the national underwriters' golf tournament with a low score of 76 and he has been six times city champion of Jackson. He has been president of the University Club, vice-president of the Country Club and vice-president of the life underwriters' association.

Occidental Life Promotions

Ogden Goes to Oregon — Succeeded at Fresno by Whalen — Wright, Shane Named

W. E. Ogden, Fresno, Cal., manager of the Occidental Life, has been transferred to Portland, as Oregon manager. Mr. Ogden started with the Occidental Life in October, 1933, and was appointed branch manager at Fresno in November, 1933. He qualified for the \$200,000 club in 1934 and during the past two years has achieved a substantial increase in production, his 1935 gain to date being 60 percent.

Frost S. Whalen, assistant manager, will succeed Mr. Ogden.

The Occidental Life has appointed C. E. Wright manager at Long Beach, Cal. Mr. Wright is from Minnesota, where he entered the business and became state supervisor for the Aetna Life. He has resided in southern California since December, 1928, and has represented two different companies.

W. K. Shane has been named as general agent for San Bernardino county, Cal., with headquarters at San Bernardino. He was formerly with the Mutual Benefit Life and also the Metropolitan.

Minnesota Mutual Agents

The Minnesota Mutual Life has appointed the following general agents: A. P. Arnett, Ashland, Ky.; A. K. Long, Cincinnati; F. B. Hildebrand, Mexico, Mo.; C. W. Hackney, Lexington, N. C., and R. E. Palmer of Phoenix, Ariz.

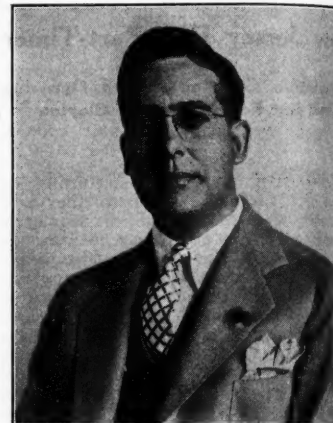
Volunteer State Names Two

The Volunteer State Life has appointed two district managers: J. H. Jackson at Vidalia, Ga., and W. C. Oberry at Willacoochee, Ga.

Appointed Detroit Manager

Home Life Advances Arthur D. Sutherland Who Has Been in Its Local Organization There

Arthur D. Sutherland has been appointed general agent for the Home Life of New York at Detroit. This ap-



ARTHUR D. SUTHERLAND

pointment is in line with its policy of advancing men from its own ranks whenever possible to fill agency vacancies.

Mr. Sutherland has resided in Detroit practically his entire lifetime, and with the exception of the period of the war, has been in business there. He was immediately successful upon his entry into the life insurance business and has been a member of the President's Club, the organization of largest producers of the Home Life. For the last year he has been engaged in supervisory work.

Marthens Named by Capitol

E. A. Marthens has been appointed California supervisor for the Capitol Life of Denver, with headquarters at Los Angeles. Activities will be confined to the territory adjacent to and south of Los Angeles. Mr. Marthens served as general agent and field superintendent for the Midland National, National Guardian Life, Great Northern Life and the Prudential. He formerly resided in Milwaukee and was twice president of the Milwaukee Life Underwriters' Association. He was also president of the State Insurance Federation of Wisconsin. He went to California about three years ago.

Carr Is Production Manager

H. A. Carr, who has been with the Hugh C. White general agency of the Connecticut Mutual Life in Detroit as an agent for the past year, has been appointed production manager. He was with the Home Life of New York in Detroit for many years before joining the Connecticut Mutual. He had been active in association affairs and has served as a director of the Qualified Life Underwriters for two years.

Sichenze with United States Life

N. V. Sichenze has been appointed general agent for the United States Life. He will locate in the Bay Ridge section of Brooklyn. He was first associated with Brooklyn National Life as agent, and distinguished himself by producing 32 applications in one day, most of them prepaid.

Kennedy Takes New Post

Glenn T. Kennedy of Cincinnati, who has been appointed general agent there for the Lincoln National Life has opened

offices at 2707 Carew Tower, and will be in direct charge of the sales development in that city and surrounding territory. He has been connected with the Connecticut Mutual Life Cincinnati office as agent.

H. O. Johnson Promoted

H. O. Johnson, who has been in charge for the last six years of the Holdredge, Neb., agency of the Bankers Life of Nebraska, has been named district manager with headquarters at Hastings. Mr. Johnson has repeatedly topped the list of high personal producers.

Gurr with Maddox Agency

Baxter Maddox, Atlanta general agent of the Connecticut Mutual Life, has appointed E. M. Gurr as agency supervisor. Mr. Gurr has been Atlanta branch manager of the Acacia Mutual Life.

Realign Texas Territory

A territorial realignment has given bigger fields to three agency supervisors of the Gulf States Security Life of Dallas.

las. Archie Copeland has been assigned the west Texas territory with headquarters at Lubbock. E. A. Herzog has been given all of east Texas and Layden Stroud has been placed in charge of central west Texas. All will have headquarters at Dallas.

Murphy Group Supervisor

Dwight A. Murphy, former vice-president and secretary of the City Trust Company, Indianapolis, has been appointed agency group supervisor for the Homer L. Rogers agency of the Equitable Life of New York in Indianapolis. Mr. Murphy has been associated with the company for almost two years, specializing in group insurance and group annuities.

Agency News Notes

J. H. Hill, formerly manager at Houston, Tex., for the Fidelity Union Life of Dallas, has been named general agent at Houston for the Manhattan Life.

J. N. Fletcher, who has been branch manager for the United Fidelity Life at San Antonio, Tex., has joined the San Antonio agency of the Great Southern Life as agency supervisor.

AGENCY MANAGEMENT

Duty of Supervisor Outlined

M. Jay Ream, General Agent Mutual Benefit Life at Pittsburgh, Gave Illuminating Talk

At the meeting of the Pittsburgh Supervisors Club, M. Jay Ream, general agent Mutual Benefit in that city, spoke on the subject, "What the General Agent Expects of the Supervisor." Mr. Ream has felt from the beginning of his experience as a general agent that a part of his function was the writing of personal business and the periodic coaching of his men in the field; consequently, he brought to the subject a practical experience.

Difficult Duties Assigned

Mr. Ream designated the supervisor's job as perhaps the most important and difficult in the agency system, "if," he qualified, "the supervisor's job is that of securing men and putting them into successful production." He explained that different duties are expected of supervisors under the systems of different companies, but by and large, a general agent or manager expects of them a creditable personal production, the securing of creditable and permanent producers, and the training and constant coaching of them. Furthermore, the supervisor's job is a difficult one to organize and often he is left to his own resources, of necessity being judged largely by his results, so that "what is expected of a supervisor depends upon his employer and in any case is sometimes a difficult thing to decide."

Value of Coaching

Mr. Ream recommended the reading of "Slants on Supervision," recently published by the Life Insurance Sales Research Bureau, as a creditable cross-section of opinion. Especially he dwelt on the value of coaching and quoted the well-known story, "Read for information; listen for inspiration; drill for technique." It is in the drill of the new salesman that best progress can be made. This drill can occur between the salesman and supervisor in the office and a definite system can be organized for that purpose. Better yet, it can occur in the field where the supervisor goes into action with the salesman coaching, or, better still, where the salesman goes into action with the supervisor coaching. This last type of supervision, in Mr. Ream's estimation, represents the kernel of a supervisor's function, and on the success with which he can deal with it in this fashion will depend his results.

Adopts Resolution on Moose

Nebraska Managers Association Expresses Appreciation to Deposed Insurance Director for Ability

The Nebraska Life Agency Managers Association, through its executive committee has adopted resolutions concerning the dethronement of Insurance Commissioner Conn W. Moose. They are as follows:

"Whereas, the members of this organization are fully committed that the business of insurance is impressed with such a public nature as to constitute it one of the most important industries affecting the lives and welfare of the public. Literally millions of dollars belonging to policyholders are intrusted to our great life insurance companies as savings and investments for use of the individual purchaser and the protection of beneficial interests. In view of the enormous holdings and responsibilities of the institution of life insurance it became necessary to create, within the states, insurance departments, for purpose of regulating various investments and the operation in general, the functions of all types of insurance. The supervision of an insurance department depends largely upon the ability, integrity and sincerity of the insurance director, and

"Whereas, Conn W. Moose of Omaha, insurance director of Nebraska, is a man of high ideals an one whose honesty, loyalty and ability has never been questioned during his 20 years as one of Omaha's leading insurance men and active citizens. During this period Mr. Moose gave freely of his time and efforts in the civic and commercial welfare of Omaha and Nebraska. His official record for past few months as director of insurance is without blemish and the problems confronting him as such were handled in a fearless and capable manner, having in mind at all times the responsibility of his position.

"Resolved, that we do hereby declare it to be the sense of this organization that this resolution be adopted as an expression of our deep appreciation to Conn W. Moose for his honest, conscientious and fearless administration of the office of insurance director of Nebraska, and the invaluable service he gave to the insuring public, in the insistence at all times and under all conditions, that the institution of insurance in the state be carried on in an honest and highly efficient manner and in full accord with the letter and spirit of the laws of Nebraska."

Miss Narecia Morgan, with the Columbus, O., office of the Equitable Life since 1928, and one of its leading producers, died at her home there.

AS SEEN FROM NEW YORK

By R. B. MITCHELL

PAUL COOK ADDRESSES AGENCY

Promotion of a man to a higher position not only makes him a good prospect for life insurance but there are usually five or six other promotions down the line as each man is advanced a notch, Paul Cook of the Mutual Benefit Life's Chicago agency pointed out at an all-day sales conference of the DeLong (New York City) agency of the company. He reminded his audience of the necessity of "prospecting up" in order to reach men with money to buy life insurance. President J. R. Hardin reviewed the company's financial situation, stating that in sale of several million dollars of real estate loss was negligible. E. E. Rhodes, vice-president and actuary, discussed questions asked by members of the agency. Other speakers included Charles Hodgman of Detroit, who later this week spoke at the National Association convention in Des Moines; General Agent Floyd DeGroat of Boston, and General Agent C. E. DeLong, the closing speaker. A burlesque skit written by Benjamin Sal-

inger was put on by Mr. Salinger, W. A. Quigley, Dean Kelsey, and Dr. C. W. Wunder. Buffet luncheon was served.

GIVES PHONOGRAPH SALES TALK

Lloyd Patterson, general agent of the Massachusetts Mutual, New York City, is introducing this week a phonograph record of a sales talk for the benefit of his full time agents and brokers. First tried out on a dictating machine, the talk was found to be much more easily learned than when it was merely written out, as the phonograph record enables the agent to learn the emphasis, pace, and timing of the speaker, as well as the words.

McCARTY IS AGAIN CHAIRMAN

S. L. McCarty of the State Mutual Life's Albany agency has been reappointed chairman of the general committee of the New York State Association of Life Underwriters. C. D. Connell, president, and general agent Provident Mutual Life in New York City,



OUR 30TH ANNIVERSARY

will be celebrated at The Homestead, Hot Springs, Virginia, in July 1936.

Before that date the Midland Mutual Life will have paid its policyholders and their beneficiaries \$30,000,000. This sum plus admitted assets held for future payments will approximate the total premium payments by policyholders — \$55,000,000 — since policy number one was issued to its first president, the late Dr. W. O. Thompson.

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Columbus, Ohio



The what, why and how of the life insurance business

—a complete, non-technical
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HERE is a book that gives you practical information on all phases of the life insurance business from the organization of a life insurance company and a description of life insurance policies and their uses, to the regulation and taxation of life insurance companies and the legal aspects of life insurance.



New Fourth Edition—Revised and Brought Up to Date

LIFE INSURANCE

By Joseph B. Maclean, Associate Actuary, The Mutual Life Insurance Company of New York. McGraw-Hill Insurance Series. Fourth edition, 610 pages, 5½ x 8, \$4.00.

Features of the new edition

- conditions and practice in Canada, including Government Regulation, Investment Laws, Annual Statement and development of Policy Provisions.
- special developments during the depression; Moratorium on Cash and Loan Values, Inflation, Mortgage Moratorium Laws, Investment Situation, Changes in Reserve Basis, etc.
- treatment of extra hazard from aviation and in connection with the liquor industry.
- Retirement Annuities and similar contracts, Participating Annuities, Group Annuities, changes in basis of and terms for cash and other surrender values, recent laws and rulings of Revenue Department, etc.

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stated, "He has served most faithfully and effectively for several years in the past and has a wide acquaintance in Albany." Serving with Mr. McCarty are J. G. Wintsch, Phoenix Mutual, Syracuse, vice-president New York State Association; Sidney Wertimer, Prudential, Buffalo; L. D. Briant, Aetna Life, Poughkeepsie, and G. C. Ferguson, Equitable Life of New York, Utica.

PRESIDENT PARKINSON'S ADDRESS

Attacking President Roosevelt's recent tax legislation as having been passed hastily and without due consideration by the people's representatives, T. I. Parkinson, president of the Equitable Life of New York and of the New York State Chamber of Commerce, told the Controllers Institute of America this week that while he had no objection to "reasonable" governmental regulation, such supervision should be "based on facts and not on governmental theories contributed by brain trusters."

"We will never settle our governmental troubles on the basis of theory

and imagination, but only on the basis of fact," he declared. "There would not be much difference between radical and conservative and Republican and Democrat if they would sit down and get the facts and consider what they mean."

* * *

NAME HUPPELER, CRAWFORD

L. M. Huppeler and Hal D. Crawford, have been appointed agency supervisors in the W. L. Boyce agency of the Connecticut Mutual Life in New York. Mr. Huppeler formerly was a district manager with the Equitable Life of New York, managing a successful unit of 12 men and personally producing over \$250,000 annually. Mr. Crawford formerly was agency instructor and assistant in the W. L. Boyce agency of the Equitable Life of New York. Both men entered the life insurance business in 1932 immediately after graduating from the University of North Dakota. Having completed three years of experience, this June they passed successfully all five of the C.L.U. examinations.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

New Indianapolis Life Rates

Rate Scale on Participating Policies Now in Effect Is Announced

The new rate scale of the Indianapolis Life, which became effective Sept. 3, on participating policies is presented below:

Age	Ord. Life	Life Pay	20 Yr. Pay	C. Pr. Inc.	Refund	Cash
20	\$17.27	\$17.89	\$26.06	\$29.36	\$20.37	\$22.99
21	17.65	18.30	26.48	29.99	20.91	23.69
22	18.04	18.72	26.92	30.13	21.50	24.40
23	18.46	19.18	27.38	30.28	22.10	25.16
24	18.87	19.65	27.86	30.43	22.75	25.98
25	19.33	20.15	28.35	30.60	23.44	26.84
26	19.79	20.69	28.87	30.78	24.16	27.75
27	20.30	21.24	29.41	30.98	24.94	28.71
28	20.83	21.84	29.96	31.20	25.75	29.75
29	21.38	22.47	30.54	31.43	26.64	30.85
30	21.97	23.12	31.14	31.69	27.57	31.98
31	22.58	23.83	31.77	31.97	28.55	33.18
32	23.23	24.57	32.43	32.25	29.62	34.47
33	23.91	25.36	33.12	32.56	30.75	35.85
34	24.64	26.20	33.84	32.89	31.97	37.31
35	25.41	27.09	34.58	33.26	33.26	38.90
36	26.21	28.05	35.37	33.68	34.67	40.60
37	27.08	29.07	36.20	34.14	36.21	42.43
38	27.99	30.15	37.08	34.65	37.77	44.40
39	28.95	31.32	37.96	35.21	39.48	46.54
40	29.98	32.56	38.90	35.83	41.30	48.86
41	31.06	33.89	39.91	36.52	43.31	51.38
42	32.23	35.32	40.96	37.28	45.47	54.13
43	33.45	36.86	42.07	38.11	47.85	57.13
44	34.77	38.53	43.25	39.04	50.46	60.43
45	36.16	40.33	44.50	40.06	53.31	64.08
46	37.65	42.28	45.81	41.18	56.54	68.18
47	39.23	44.39	47.21	42.41	60.13	72.73
48	40.93	46.69	48.70	43.75	64.11	77.82
49	42.73	49.21	50.27	45.23	68.59	83.54
50	44.66	51.95	51.95	46.85	73.63	90.02
51	46.70	54.93	53.74	48.60	79.39	97.44
52	48.88	58.20	55.64	50.51	86.00	105.97
53	51.22	61.82	57.66	52.59	93.64	116.89
54	53.71	65.83	59.82	54.85	102.62	127.57
55	56.36	70.32	62.14	57.30	113.31	141.52
56	59.20	...	64.63
57	62.23	...	67.29
58	65.48	...	70.14
59	68.95	...	73.23
60	72.65	...	76.53

Connecticut General's New Annuity Rates Announced

Immediate annuity rates of the Connecticut General were revised as of Sept. 1. Cash refund rates are based on the table recently adopted by the Travelers and the Aetna. Instalment refund rates are entirely new calculations by the Connecticut General. No increase is

made in the straight life annuity. New annuity rates represent a combination of experience. They are by quinquennial ages:

Age	Life	Refund	Cash
20	\$2,303.20	\$2,620.80	\$2,648.70
25	2,210.70	2,516.70	2,545.40
30	2,104.80	2,401.60	2,432.80
35	1,985.00	2,275.80	2,309.70
40	1,851.00	2,139.80	2,177.30
45	1,703.70	1,994.30	2,036.10
50	1,544.80	1,841.10	1,888.10
55	1,376.80	1,681.90	1,734.90
60	1,203.80	1,519.20	1,578.00
65	1,030.60	1,355.90	1,421.50
70	862.40	1,194.70	1,267.40
75	704.60	1,040.10	1,122.90
80	561.60	893.80	980.00
85	436.50	761.00	857.50

McGowan Has High Grade

M. E. McGowan, Penn Mutual agent at Steubenville, O., was the first insurance man to take the new Ohio agents' examination. He made a grade of 99 in the surety examination, 97½ in fire and 95 in casualty. Mr. McGowan is a graduate of the University of Michigan and has been in the life insurance business four years.

Upholds Receivers' Removal

LINCOLN, NEB., Sept. 19.—The Nebraska supreme court has reaffirmed its position that after the insurance director has named an attorney for the receiver of an insurance company he becomes an officer of the court and can be removed only by the court.

SALES DRIVES

SEPTEMBER IS STRICKLAND MONTH

September is being observed as Strickland month by the Great American Life of San Antonio, in honor of J. J. Strickland, board chairman. Sales for the first two weeks excelled any other two weeks of the year in written business by 20 percent.

* * *

SUCCESSFUL ROUND-UP

During the Connecticut General's second round-up campaign, 21,289 new qualified prospects were secured and 1,938 sales made to people never before solicited. Quotas of 40 qualified prospects and two sales to new prospects were met by 328 salesmen, a gain of 14 percent; 21 of the individual winners qualified over 70 prospects besides fulfilling sales quotas.

WITH INDUSTRIAL OFFICES

Metropolitan Sales Congress

Middle West District Leaders Gather at French Lick — Many Fine Talks Given

Nearly 500 Metropolitan life men gathered at French Lick Springs, Ind., for the middle west territory's annual sales congress. A fine educational program of talks by successful producers was supplemented by athletic events with over 80 prizes awarded. Agency supervisor John D. Moynahan opened the program, followed by a humorous skit written by the home office promotional department. F. L. Jacks, Waukegan, Ill., and Irving Ackerman, Union Park district, discussed "Selling Industrial Insurance for Profit." Mr. Jacks stressed seeing the head of the family and properly servicing the industrial policies. Ordinary should be sold to the head of the family if possible, while others can be covered by industrial policies.

"Qualifying Ordinary Prospects on the Debit" was discussed by W. M. Fleischman, Elmhurst, Ill., and Ray Schurman, Beverly Hills, Ill. Mr. Fleischman emphasized the necessity for being alert in prospecting. An agent, he said, is given a collection book free of charge when he starts work and he can make it as valuable to himself as he desires. Mr. Schurman brought out several technical points in prospecting.

Talk on Approach

P. L. Thomas, Grosse Park, Ill., and F. W. Cubin, Alton, Ill., talked on "Method of Approach—Getting the Sales Interview under Favorable Conditions."

One of the most interesting subjects was "How to Meet Sales Objections," which was covered by H. L. Maza, South Bend, Ind., and J. A. Shaw, Indianapolis. The home office educational department has been putting special stress on being prepared to meet objections, giving agents prepared answers to learn so that they can meet every situation. Mr. Maza said there are four common sales objections: (1) No money; (2) no want; (3) no confidence; (4) procrastination. He gave several examples of legitimate objections and situations that must be solved. However, every prospect resents intrusion of a salesman and attempts to dispose of him through some fictitious objection, said Mr. Maza. Mr. Shaw testified as to the efficacy of the home office answers to objections which have been added to the Metropolitan prospecting system.

In discussing "Retirement Income Plan," T. E. Schwalm, assistant manager at Galesburg, Ill., said there is a broad field for this type of coverage, saying it is a modern streamline contract.

Time Control Plans

Two excellent talks on time control were given by John Malkas, Roseland, Ill., and C. F. Schmitt, Normal Park, Ill. They stressed the value of preparation on Saturday for the next week's work, including plans for collection calls, conservation, service calls and ordinary collections. Manager E. R. Blackwood of Indianapolis told about "The Money Value of a Call," showing how an agent can increase his earnings markedly by studying his methods. He discovered in an analysis that a canvass of income insurance gives the highest return. An inspirational address by A. T. Schussler, superintendent of agencies in the middle west territory, concluded the meeting. Mr. Schussler said the company recognizes men above the average and told about the opportunities in the business. Mr. Schussler was the only speaker at the annual sales banquet, at which announcement was made that qualification for the 1936 sales

Globe Life Assistant Had Fire Insurance Training



HAROLD H. RASHKY

Harold H. Rashky, who has been assistant superintendent with the Globe Life in Chicago in its home city, has resigned. He will undoubtedly continue in the life field in some capacity. He has been with the Globe three and a half years, starting as an agent. Mr. Rashky had his training in fire insurance. He was connected with the old western department of the Pennsylvania Fire in Chicago, then went with the western office of the Commercial Union. When the Chicago Fire & Marine was organized he became an assistant examiner and then served as a full-fledged examiner with the Great Lakes Fire until it was taken over by the Public Fire of New Jersey. He decided there was a bigger future for him in the life field and therefore started with a rate book and made good.

congress will be based on production for the entire year, starting Sept. 2.

W. F. Cody, Anderson, Ind., manager, won the low gross golf prize and E. C. Chapman, assistant manager Beverly Hills, Ill., was second. F. L. Wicks, Normal Park, won in horseshoes and L. L. Phenister, Harrisburg, Ill., won the 100 yard dash. A Chicago team was champion in soft ball. Manager J. E. McCann, Austin, was chairman of the sports committee. Mrs. Joseph Mills, wife of the Garfield district manager, was chairman of the ladies activities, 60 wives of agents being present.

Names Trotta and Ison

Appointment of P. W. Trotta as manager of the Chicago North Shore district and N. J. Ison as manager at Terre Haute, Ind., is announced by the Western & Southern Life. Mr. Trotta formerly was superintendent of Chicago Humboldt district. He has been with the company since 1928. Mr. Ison held a similar position at Norwood, O. His service began in 1924.

Prudential Promotions Made

James A. Collins has been made superintendent of the Prudential of Hazelton, Pa., succeeding E. C. Foppert, retired. Mr. Collins has been with the company since he became an agent in June, 1914. Later he was made assistant superintendent at Hazelton.

The Prudential has opened a new office at Massena, N. Y., and E. H. Babcock is assistant superintendent in charge, it being a detached assistantcy

of the Watertown, N. Y., district. This branch was created to take over the business formerly handled by the Malone detached district, which has been discontinued. Mr. Babcock was in charge of the Malone office.

Wants Receiver Appointed

The Federal Life of Washington, D. C., a small industrial life company, is in financial straits and Insurance Superintendent Marshall has petitioned for a receiver. It was organized in 1923. It has capital of \$24,420. Its last statement showed assets \$40,183 and policyholders surplus \$14,564. Harold A. Brooks is president and Simeon Cunningham, secretary. The department claims it is insolvent.

Metropolitan Promotions

C. H. Mehmel has been promoted from manager at Elkhart, Ind., to Evansville, Ind., T. J. Murphy, Quincy, Ill. manager, succeeds him at Elkhart.

Southern Sales Congress

A sales congress of Metropolitan Life for managers and agents of Mississippi, Louisiana, Alabama, Georgia and Florida was held at Biloxi, Miss. James A. Smithies, superintendent of agents in the southern territory, presided.

Western & Southern Meet

Indiana agents of the Western & Southern Life met in Indianapolis for a sales conference. President C. F. Williams was in charge.

Life Notes

Although only six months with John Hancock Mutual Life, P. G. Hiney's record in the Omaha office was enough to win for him the promotion to assistant district manager.

V. B. Coffin, superintendent, and E. H. Norene, assistant superintendent of agencies for the Connecticut Mutual Life, were guests of the Landes, Seever & Thornton agency, Tulsa, Okla.

CHICAGO NEWS

HEIFETZ AGENCY IN OUTING

Members of the honor roll in the Samuel Heifetz agency of the Mutual Life of New York in Chicago were guests of Mr. Heifetz at a golf outing at Idlewild Country Club. The agents attending were leaders either in paid for business or number of applications. F. C. Varney won low gross prize. After dinner a conference was held on methods of stimulating production during the remainder of the year, it being decided to form a round table club to meet monthly. Agents paying for \$15,000 or more in the month will attend. The annual agency convention will be held at the Stevens Hotel, Nov. 1, an all-day affair, with Mr. Heifetz presiding and talks by him, organizers, supervisors and agents. The Heifetz agency was fifth on a paid basis countrywide in the Mutual Life for the 12 months ended Sept. 1.

INSURANCE INSTITUTE COURSE

For the first time in Chicago, a life insurance course will be included in the schedule of insurance courses given under the auspices of the Insurance Institute of America in the auditorium of the Chicago Board of Fire Underwriters in the Insurance Exchange, beginning Oct. 9.

Part 1 of the life insurance course will be given this fall, starting Oct. 15 and ending Jan. 21, classes being held every Tuesday from 5 to 6:30 P. M. This course includes types of life companies, the scientific basis of life insurance, methods of calculating premiums and reserves, the policy contract, types of policies, special features, claim settlements and industrial insurance. If there is a sufficient response to this course, Part 2 will be given either next spring or next fall. By completing both parts

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In line with its extensive expansion program, the Company is now occupying its new Home Office Building in Montclair and has openings for a limited number of men who can qualify for

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IF—you have some organizing ability

IF—you future with your present connection is limited

IF—you live in

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MARYLAND

WESTERN PENNSYLVANIA
WESTERN MASSACHUSETTS
RHODE ISLAND

Write to

Wm. J. Sieger, Vice President and Supt. of Agencies

Bankers National Life Insurance Co.

Montclair, New Jersey



SUPREME CONFIDENCE

The supreme confidence in which life insurance is held by the American people has no counterpart in history. The words "Life Insurance" have become a synonym for "Security."

The officers of the Peoples Life Insurance Company devote their entire time and attention to its business. The organization has been held intact through the grueling experience of the past few years and is today better equipped to serve intelligently the best interests of policyholder and agent.

If you are interested in Life Insurance, as policyholder or agent, you will find it pays to be friendly with the

PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

FRANKFORT

INDIANA

YOURS TO ENJOY

THAT is the title of a de luxe brochure around which Fidelity has built a direct mail work plan with which to supplement its successful lead service. These two workable tools offer an organized plan of work which is unusually resultful.

A Life Income for You

That is the selling theme around which the work plan is built. It is a theme which induces a cordial reception, a fair hearing and substantial business. Fidelity offers, in addition to its Income for Life plan, Family Income, Family Maintenance and an Adjustment plan—all peculiarly suited to today's needs.

**The FIDELITY MUTUAL LIFE
INSURANCE COMPANY
PHILADELPHIA**

WALTER LEMAR TALBOT, President

NEW JERSEY

NEW YORK

INDUSTRIAL—INTERMEDIATE

**The Colonial Life Insurance Company
OF AMERICA**

HOME OFFICE—JERSEY CITY, NEW JERSEY

Ordinary — Group

"A Good Company To Represent
—Represent a Good Company"

PENNSYLVANIA

CONNECTICUT

of the course and submitting a satisfactory theme of 1,500 words on some phase of life insurance, the student is entitled to a diploma from the Institute in life insurance.

Benjamin Richards of the Underwriters Service Association, A. T. Graham, of the Standard Accident, and J. T. Neale, chief engineer of the Chicago Board, form the committee in charge of the courses. Previously the Chicago Board and before that the Fire Insurance Club have sponsored courses in fire and casualty insurance, but this year the full program of the Insurance Institute is being given, the Chicago Board cooperating and encouraging, but the Institute assuming full responsibility and sponsorship for the courses.

The lectures will be given by outstanding local life men. L. J. Fohr, general agent, Connecticut Mutual, and E. S. Rappaport of the Pacific Mutual have agreed to participate in the life insurance course and it is expected that the full schedule of lecturers will be announced by next week.

The fee for the course is \$10, which includes examination fee and books. The Chicago Board has made the Insurance Library of Chicago available to the students.

The sponsors hope to attract not only agents but also the office people of the life offices in Chicago. The sponsoring committee will urge every executive to cooperate by encouraging his agents and employees to better themselves by enrolling for the course.

Among the leading life insurance executives in Chicago who have been asked by the Chicago Board to serve on the sponsoring committee are Isaac Miller Hamilton, president, Federal Life; H. A. Behrens, president, Continental Assurance, and Wade Fetzer, president, W. A. Alexander & Co., general agents for the Penn Mutual.

ACCIDENT—HEALTH

Massachusetts Accident Is Now Increasing Its Plans

Carl K. Dellmuth, manager of agencies of the commercial department of the Massachusetts Accident, is touring through some of the western states in which the company is located, appointing general agents for the commercial department. The Massachusetts Accident has two distinct departments, industrial and commercial. The commercial agencies are largely conducted by life insurance men who want to augment their income while regular local agencies writing fire and casualty business that wish to add an accident and health department or by men in other lines that see an opportunity to develop the business, are named as general agents. Mr. Dellmuth is in Michigan this week. He will return to Illinois in due season and appoint general agents in some of the chief cities.

Earls-Blain Opens Department

H. R. Whiteside, for the past year and a half Ohio field man for the accident and health department of the Continental Casualty, has opened a new accident and health department for the Earls-Blain Agency of Cincinnati. It represents the Royal Indemnity, Sun Indemnity, Columbian National Life and has recently added the Hoosier Casualty. Mr. Whiteside started off his new work by qualifying for the Black Cat Club in the "Hoodoo Day" contest on Friday, Sept. 13. He wrote 16 accident and health applications, three above the required 13.

NEWS OF THE FRATERNALS

Seek to Oust Tax Ferrets

**Petition Filed by 29 Fraternals in
Arkansas Asks Wheeler and
Wallace Disbarment**

LITTLE ROCK, ARK., Sept. 19.—Disbarment of J. M. Wheeler and Creekmore Wallace as special counsel for Attorney-General Carl E. Bailey in suits by the state to collect back premium tax from fraternal societies, is sought in motions filed by 29 fraternals in chancery court here. It is alleged that Wheeler and Wallace are residents of Oklahoma and not licensed to practice in Arkansas; further, that they have assumed expense of the litigation in return for an agreement to receive a substantial part of any judgments secured. The motions ask that Bailey be required to produce his contract with Wheeler and Wallace and that it be cancelled.

The state in its suits alleged that the fraternals in adopting standard policy forms and operating for profit have forfeited exemption from the premium tax and should pay on the same basis as other life insurance institutions. A similar contention is made in suits filed by Wheeler and Wallace for the state of Oklahoma.

Motions and demurrers filed in the Oklahoma district court by 20 fraternals involved in the state's tax drive were overruled by Judge R. P. Hill. Most of the demurrers challenged jurisdiction of the court. Several asked that petitions be made more definite and certain. Several of the 52 cases filed have been decided in state district courts, allowing full amount of claims made by the state.

C. C. Day, Oklahoma City general agent Pacific Mutual Life, talked to the Des Moines Advertising Club on "A Philosophy of Living."

Illinois Department Report

**Some Features Brought Out in the
Examination of the Polish
National Alliance**

The Illinois department has released its report of the examination of the Polish National Alliance of Chicago. Director Palmer comments on some of the work of the organization and makes some recommendations. He states that during the last few years the management has discontinued making new mortgage loans and in view of the fact that such a large amount and percentage of the assets consist of real estate and mortgages; no new loans should be made for some time in the future until the society's investments are diversified. A definite plan to liquidate these real estate holdings should be adopted and submitted to the department before put into operation, Director Palmer says. If at any time in the future funds are again invested in mortgage loans they should only be made after a disinterested, qualified appraiser has determined the value of the property and the value should be at least twice the amount of the loan. No new loans should be made in the future under any circumstances without proper evidence showing the society's loan to be a first lien.

Factional Discord Is Disturbing

Director Palmer says that factional discord in the past has been apparent between members of the "central executive board" and the "supervisory council." Such controversies, he said, should be eliminated so far as possible in order that complete harmony could prevail among the members of these boards so that the Polish National Alliance may progress on a sound basis. In view of the conflict of powers of the "supervisory council" and "central executive board" contained in the by-laws Director

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Palmer says that proper steps should be taken to eliminate these inconsistencies. The report says that the minutes of meetings of the convention, of the "central executive board," "supervisory council" and all other minutes should be maintained in the English language. Donations of the society's funds for various purposes should be discontinued unless assessments are collected for the specific purpose, in addition to the other assessments collected or unless the insurance department has first been informed of contemplated donations. The cost of maintenance of the official publication should be reduced materially and the operating expenses be held to a minimum in the future says the report.

Pennsylvania Assessments

The management should endeavor to determine the names of members still in good standing, located in Pennsylvania whose assessments were waived some years ago. Such amount should be either collected or charged as a lien against the member's certificate. Under no circumstances, says Director Palmer, should waiver of assessments for a particular group be permitted in the future.

The report says that the recommendations by the examiners as to improving the underwriting practices should be carried out in order to eliminate the laxity in accepting members existing at this time. The convention should formally approve the collection of the assessment of 3½ cents per member each month for the establishment of "Alliance Clubs" which has been expended for other purposes, or take such action as it deems necessary under the circumstances in regard thereto.

Financial Facts Given

The examination was made as of June 30, 1934. The assets were \$21,743,042, and surplus \$2,811,959. The solvency ratio is 104.67 percent. The total income from members during six months previous to June 30 was \$1,410,592 and the total income \$1,804,926. Benefits paid

were \$945,910 and total disbursements \$1,534,989. The juvenile department shows total income \$90,937, disbursements \$62,734. The assets of the juvenile department are \$879,685 and the surplus \$603,358. The business in force as of Dec. 31 was \$120,701,721 adult and \$31,437,840 juvenile. There were 208,160 adult certificates and 78,213 juvenile.

Actuarial Department List

Changes Are Announced at the Head Office of the Modern Woodmen of America

In connection with the enlarging of the actuarial department of the Modern Woodmen at Rock Island, a number of changes are announced in the personnel of that organization.

W. N. Phillips, formerly actuary, has been appointed consulting actuary. Harmon R. Taylor, of Cedar Rapids, Iowa, has been appointed actuary and F. J. Gadiant has been appointed head of the actuarial department. Mr. Taylor is well-known in fraternal actuarial circles as a son of R. D. Taylor, prominent consulting actuary, and the co-editor of the "Fraternal Compend Digest," a statistical summary of fraternal orders published annually by THE NATIONAL UNDERWRITER and Taylor, Bird & Co. of Cedar Rapids, Iowa.

Adds to Examiners Staff

BOSTON, Sept. 19.—Fifteen new men have been added to the examiners department of the Massachusetts insurance department by Commissioner F. J. DeCelles, who announced this division had formerly been seriously undermanned. It is planned to carry on regular examinations of fraternal as well as more frequent examinations of the insurance companies.

New Idaho Fraternal

The Grange Mutual Life of Nampa, Idaho, has been issued a license by the Idaho department. The Grange Mutual was incorporated under the fraternal laws. Policies will be issued on members of the Grange. The American Experience Table and 3½% will be used. Net retention will be \$2,500.

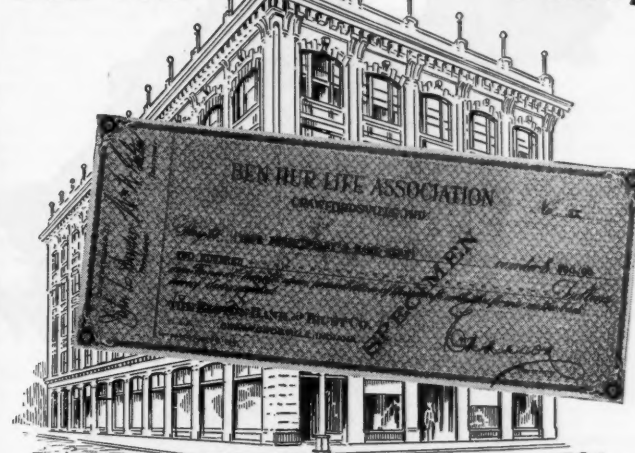
PERSONALS

F. N. Croxson, agency manager for the Equitable Life of New York in Omaha, has been named chairman of the military affairs committee of the Omaha chamber of commerce. All civilian contacts with departments of the United States army are handled through this committee.

John "Jack" Sweeney, 21-year-old son of Clarence Sweeney, home office general agent of the State Life of Indiana, was killed in an automobile accident near Logansport, Ind., while en route with a fellow student to the University of Notre Dame where he was a senior. President Robert Sweeney of the State Life was an uncle and A. M. Sweeney, one of the founders of the company, grandfather. Young Sweeney was talented and because of scholastic and athletic achievement was among the best known and most popular of Indianapolis youth. He was an Eagle Scout.

T. B. Reed, special agent at Oklahoma City for the Great Southern Life, was severely injured in an automobile wreck near Kansas City. With Theo. M. Green, L. I. Bloom and C. G. White, he was driving to Des Moines to attend the National Association of Life Underwriters convention. None of the three was injured except Mr. Bloom who suffered slight cuts and bruises. Mr. Reed is immediate past treasurer of the Oklahoma Association of Life Underwriters.

A Part of Every Ben Hur Policy



Fourteen years ago the Ben Hur Life Association, in line with its consistent policy of prompt settlement of claims, patented the above type of check as an integral part of every Ben Hur adult contract. It is for one-tenth of the face amount of the policy and, when necessary, can be cashed at local banks IMMEDIATELY after the death of the policy holder. Furthermore, red tape has been eliminated and the sun never sets on an unpaid just claim at the Home Office.

BEN HUR LIFE ASSOCIATION

Founded: 1894

Home Office: Crawfordsville, Indiana

John C. Snyder,
President

Edwin M. Mason,
Secretary

AID ASSOCIATION FOR LUTHERANS

APPLETON, WISCONSIN

The largest legal reserve fraternal life insurance society for Lutherans in the United States and Canada, and operating strictly within the various Synods of the Synodical Conference.

Insurance in force.....\$152,016,926.70
Assets, July 1, 1935.....Over \$17,000,000

BENEFITS PAID SINCE ORGANIZATION IN 1902

Death Benefit	\$4,385,569.86
Sick Benefit	1,331,692.47
Total Permanent	
Disability Benefit	56,435.00
Old Age Benefit.....	42,367.92
Cash Surrender	3,391,577.67
Surplus	5,066,633.12
Total	\$14,274,276.04



Our Own Home Office Building

Thirty-Three Years (1902-1935) of Real Fraternal Service

Alex. O. Benz, President
Wm. F. Kelm, Vice-President

Wm. H. Zuehlke, Treasurer
Albert Voeks, Secretary

Aggressive and Progressive

Our record speaks for itself.
Splendid territory still available.

LUTHERAN BROTHERHOOD

HERMAN L. SKERN, Pres.

608 Second Ave. S.

Minneapolis, Minn.

TAKE BOTH

Life men who write automobile or fire insurance, as well as life, should read The National Underwriter (Fire, Automobile and Casualty section, \$4 a year), as well as the Life Insurance Edition. Both or one subscription, \$5.50 a year. SEND ORDER NOW TO A-1946 INSURANCE EXCHANGE, CHICAGO.

We Meet on Common Ground

A man away from home on business is interested in restful sleep, good food, attentive service, and facilitation of his business so he can get home as soon as possible.

We meet such men on common ground, for it has been our privilege for more than two generations to provide tired men of affairs with cheerful rooms and soft beds; to set as excellent a table as the country affords; and to attend with courtesy to the slightest wish of every guest. All our rooms have private bath, shower, and circulating ice-water. Plenty of singles at \$3.

We are most convenient to Boston's insurance district.

Glenwood J. Sherrard
President & Managing Director



Parker House
TREMONT AND SCHOOL STREETS
BOSTON



LIFE REINSURANCE EXCLUSIVELY

LAWRENCE M. CATHLES
PRESIDENT

99 JOHN STREET

NEW YORK CITY

PROVIDENT

LIFE AND ACCIDENT INSURANCE COMPANY

CHATTANOOGA, TENNESSEE

**LIFE, ACCIDENT, HEALTH AND
GROUP INSURANCE**

Robert J. Maclellan
President

W. C. Cartinhour
Vice-Pres. and Sec.

Mortality Saving Is All Important

(CONTINUED FROM PAGE 3)

cent increase in impairments. A report restricted to \$25,000 policies and over showed that in 1930 30 percent of the men reported were turned down. In 1934, four years later, 48 percent were turned down.

"The larger percentage of population impaired today makes it seem as though rejections are increasing and companies are tightening up," Dr. Cook said. "However, one must remember that comparatively more impaired risks apply for insurance during a depression than during normal times. Likewise, the healthy man is less apt to apply for insurance during times when he is hard-pressed financially."

Degenerative Disease Effect

The increased death rate from degenerative diseases and the fact that practically nothing is done to prolong life after the age of 45 might be used more extensively by agents in soliciting business, Dr. Cook commented. In 1901, 350 deaths out of each 100,000 were caused by degenerative diseases, he said, and in 1935 the number has increased to 550.

A wider understanding of prognosis, or insurance medicine, would prove invaluable to the life men in producing increased volume of new business and thereby augmenting the favorable mortality outlook prevailing at present, Dr. Cook said.

Lowest Interest Earning Expected

(CONTINUED FROM PAGE 1)

the pension section of the social security act will mean little additional expense, but they will be levied on for unemployment insurance, despite the fact that a life company home office constitutes no problem at all in the general unemployment picture, either in cyclical or seasonal layoffs or the capricious discharge of workers.

Levies Hidden Element

The fact that a policyholder's dividends do not indicate how much more they might have been if it had not been for the imposition of taxes causes the policyholders as a group to be apathetic about voicing protests. They would have a strong case if they ever became articulate, for it is difficult to find any justification for the taxation of funds that individuals are accumulating with the primary object of keeping their dependents or themselves from becoming public charges.

C. A. Palmer Is Reelected Head of Advertising Body

(CONTINUED FROM PAGE 1)

Underwriters, presided at the dinner Monday evening. Col. H. P. Dunham, vice-president American Surety, addressed the conference on "The Insurance Company, the State and the People." Motion pictures were shown after dinner.

Following the election of officers on Tuesday, A. M. Best, president Alfred M. Best Co., spoke on "How Can Honest Advertising Combat the Menace of Unsound Insurance." The members then went into group sessions with Stuart Benedict, Metropolitan Life, presiding over the life meeting and W. L. Lewis, Agricultural, directing the fire and casualty group. Class B members held an informal meeting at the same time.

There were two speakers at luncheon. Arthur Pryor, Jr., director of the radio production "March of Time" described his work. He is also vice-president of Batten, Barton, Durstine & Osborn, the advertising firm, and gave

some interesting slants on the use of radio in general. A. B. Sikes, eastern manager, bureau of advertising, American Newspaper Publishers Association presented "Looking Into a Million Homes." "Insurance is sold to the mass of people, not bought by them," said Mr. Sikes. He stated that if they knew more about insurance they would not allow laws to be passed which would threaten its security. He declared that the job advertising may do for insurance today is to prove that it must be kept secure by those people who are policyholders and constitute the majority of the population.

After luncheon, table groups were formed to discuss advertising printing, house organs, insurance press advertising, national advertising, newspaper advertising and radio.

The president's reception and annual dinner were held Tuesday night. F. S. Ennis, America Fore group, was in charge of the entertainment.

The meeting closed on Wednesday with a general business session and luncheon where J. B. Scarborough, advertising manager, "American Magazine," talked on the make-up of a magazine. It was illustrated with a display of art work and color layouts. He pointed out that the publishing of a magazine differs from other industries because an entirely new product must be brought out each time.

A. H. Reddall's Report

In his report to the life group Secretary A. H. Reddall, Equitable Life of New York, stated that there has been a continued increase in the advertising of life insurance in the past year. There are 17 companies conducting national campaigns in magazines, weeklies and newspapers. Copy shows a greater freedom of treatment and broader scope and is reaching a much wider audience through the use of human interest appeal. Advertisements are being specialized, designed to be of more value to the individual agents. Mr. Reddall said that because of the critical study now being made of advertising by company executives and more interest shown in its advertising departments are now deriving greater value of every dollar expended than ever before. The best evidence of this interest by company officials is the fact that during "Life Insurance Week" 196 companies contributed more than \$100,000 in a cooperative advertising campaign. The Life Insurance Sales Research Bureau is now compiling a table showing the total expenditures of life companies for magazine and newspaper space and all miscellaneous forms of advertising.

In the closing session of the Insurance Advertising Conference it was decided to hold the mid-year meeting in December at the Waldorf-Astoria hotel, New York City. The next annual convention will be in Baltimore. D. W. Gibson, Maryland Casualty, and W. L. Lewis, Agricultural, have charge of program arrangements for the coming year.

New Iowa Directory Issued

The new state directory of Iowa, the Underwriters Hand-Book of Iowa, comes out this week from the press of THE NATIONAL UNDERWRITER and it is one of the most interesting of the state series gotten out. Although Iowa is an agricultural state there are a large number of agents licensed. For instance, this year were 47,935 agents licensed. Of this number there are 21,443 stock fire, 9,609 mutual fire, 8,734 stock casualty, 3,549 mutual casualty, 555 reciprocal and 3,995 life. The life business showed a gain in insurance written last year, the figure being \$187,433,729 as compared with \$168,049,286 in 1933. The insurance in force is now \$1,564,286,108.

The Iowa Hand-Book is a complete reference book on insurance in the state giving a list of agents, their companies represented and features of the agency. The company directory is comprehensive in every aspect. There is a compilation of the Iowa insurance laws, list of attorneys, adjusters, etc.

SALES IDEAS AND SUGGESTIONS

Prospecting and Investment Talks Given by Experts

Sales ideas gleaned from the firing line by practical salesmen were presented at meetings of two associations, the Qualified Life Underwriters of Detroit, and Cleveland Association of Life Underwriters.

Prospecting now is not limited to the small percentage of the public with plenty of cash on hand and large incomes, Guy A. Reem, general agent State Mutual of Worcester in Detroit, told members of the Qualified Life Underwriters in the first of a series of semi-monthly sales clinics. Mr. Reem presided.

Possible prospects are greatly in excess of the number two years ago; the field is open for the aggressive underwriter. He warned that the old type of approach is definitely out and a new style is necessary. He outlined his own original approach which has been very successfully used not only by the Reem agency but by a number of other agencies throughout the country which obtained it from him.

Arouses Desire to Recover Quickly from Depression

This approach, called "The Romance of Re-beginning," first creates a desire on the part of the prospect to want to hear the story of life insurance by means of a mailing piece designed to arouse the prospect's fighting instinct to recover quickly from the effects of the late depression. It says nothing about life insurance but paves the way for an interview in which a standardized sales talk built on this theme is given by the agent.

Mr. Reem referred to this as what he meant by a new type of approach. Everyone has learned a lot by the hard lessons taught by depression. The prospect's mental outlook has changed and the approach must be modified to meet the new outlook. In many ways there is less selling of life insurance necessary today, but more selling of the prospect on the fact that now is the time to buy. The prospect must be impressed with the thought that now that his income is rising again, life insurance should be his first rather than his last step in view of recovery.

Lump Sum Idea Has Little Appeal at Present

The prospect is not so much interested in the lump sum idea. He has seen too many bank accounts dwindle. He is more interested in what ultimate satisfaction he can purchase in the way of relieving the load of worry on his shoulders. People who are in debt, especially those hard hit by depression, are logical prospects for insurance today if properly approached, hence widening the field in prospecting.

Alberta Stutsman, who is directing a direct mail campaign for the Life Insurance Advertisers Association, gave a preview of the campaign, stating that direct mail advertising functions efficiently only in two directions; it opens the door for the agent and stimulates him to more consistent effort. She warned agents not to send out so much direct mail matter that they cannot follow it up properly by personal calls. Adding five names a week to the direct mail list of an individual agent in most cases is sufficient, she said. Direct mail also can be used effectively for keeping in touch with policyholders after the sale, she said.

Staff Hudson, of the Schoch agency, Aetna Life, talking on "Cold Canvass,"

outlined his method of developing a prospect list in a strange city by starting with the company that transported his household goods to Detroit, making this a sphere of influence for learning of new families coming into town. Then he developed his gasoline station owner, grocer, doctor, dentist and others with whom he came into contact, using each as a center of influence.

He cautioned the agents, however, not to devote more than 50 percent of their time to cold canvass and preferably less than that, because 50 percent of the time spent on this method of prospecting will yield but 15 percent of the average agent's business. The two cardinal principles of developing centers of influence, he said, are to think, and then to do something for the center of influence so he will be under obligation to the agent. Sending the company's financial statement to policyholders with a personal letter gives the agent opportunity to see them all again with a logical excuse to call, by simply asking them if they received it and commenting on what a fine statement it is.

INVESTMENT DISCUSSION

The average man today doesn't understand life insurance as an investment, Ray H. Finger, Sun Life of Canada, Pittsburgh, told the Cleveland Association of Life Underwriters at the first fall meeting. He was introduced by D. M. Cowan, manager Sun Life in that city. Mr. Finger spoke on "Selling Life Insurance as Income and Investment."

"Why do people invest anyway?" he asked. "It is with the thought of future income. Then consider other investments such as stocks and bonds. None of them were ever set up to provide income. The purpose, instead, was to provide capital for a company or organization. At no time did they have in mind the future income of the holder."

"Life insurance is property, the same as anything else. And why is it that life insurance is the best investment? Because it does what the holder wants it to do when he invests. It guarantees future income and no other investment will do that. In the past few years we have observed the shrinkage in the return of other investments until they no longer provided a liveable income. Life insurance is the best slice of property obtainable for six reasons:

1. It guarantees to replace earned income.
2. Because of the widespread diversification of its investments, life insurance provides better security.
3. It provides skilled management to provide that income even to the second generation if necessary.
4. The purchase plan is more suitable. You can buy any amount at any time.
5. It provides a guaranteed market value at all times. Not another investment provides such a guarantee.
6. Property under the life insurance plan will provide the greatest return to your dependents. There are no great taxes, probate costs and other requirements to eat up the share designed for them.

Gives Pointers on How to Sell Investment Idea

"The fact that many who have small life insurance investments are investing in other things, indicates they don't know the value of life insurance. In approaching your prospect, you should first show him why he invests. Then point out how life insurance is designed to accomplish the very thing he wishes to accomplish. There are only about 5 percent of the people of this country who have their investment program of life insurance built up to the point where any other investment is as good."

"Recent years have developed many cry babies in this country who deplore conditions. We have more material things today than at the peak of 1929. There is no less wealth in the country. What we have really lost is our positive reaction toward things. Today we have developed alibies and we are too prone to place the burden on someone else. There was a day when a man's word was as good as his bond."

This was an exchange meeting with the Pittsburgh Association of Life Un-

derwriters. On the same day G. H. Schumacher, vice-president Cleveland association, spoke before the Pittsburgh group.

President E. B. Fisher presided at Cleveland and welcomed 152 new members, the largest number ever to come in at one time. Tribute was paid Walter Saitta, head of the membership drive. President Fisher awarded 100 certificates of honor to managers for 100 percent membership. These were E. W. Snyder, Massachusetts Mutual; W. F. Hoover, John Hancock; Ed. Setalia, Metropolitan; Walter Saitta, Metropolitan; Harold Johnson, Bankers Life of Iowa; M. E. Steinhilber, Fidelity Mutual; Smith, Lawlor & Kroehle agency, Northwestern Mutual; P. Banks, Penn Mutual; Earle Brailey, New England Mutual, and E. B. Fisher, National Life of Vermont.

SALES IDEAS OF THE WEEK

REVERSES USUAL PROSPECTING

At a recent monthly meeting of the John W. Yates agency at Los Angeles for the Massachusetts Mutual Life, Robert Altick, associate general agent, gave a talk on prospecting in which he suggested reversal of the procedure commonly followed in contacting centers of influence by bringing the names of prospects to them with the statement that you are listing them, and asking for information on each person. In the selection of names those are chosen of persons with whom the center of influence is familiar, such as the neighbor on each side and the two across the street—the names being taken from a telephone directory which lists by streets. Also the business associates and those with offices on the same floor, and their employees. The fact was stressed that 90 percent of a man's life insurance is sold to him by other than the original agent.

* * *

GOOD AGENTS AND NOT SO GOOD

D. Miley Phipps, superintendent of agencies, of the Continental Assurance of Chicago says there are five points of difference between a good agent and a poor one. This five-point analysis may prove to be a classic in the literature.

1. The good agent visions success, the poor agent fears failure, wherefore the good agent stresses the favoring phases, the poor agent recognizes the stumbling factor.

2. The good agent tells the prospect why he can buy and why he should. The prospect tells the poor agent why he cannot and why he will not buy. The good agent sells the prospect, the prospect sells the not too good agent.

3. The good agent is concrete with his proposal and personal. The poor agent deals too much in generalization. One sells a policy maturing at 60 so it sounds like a trip around the world. The other sells you ought-to-have-an-income-on-retirement.

4. The good agent expects to write a \$250,000, and believes it, and plans for it and does it. The not-so-good agent hopes he can have a good year, perhaps \$200,000, and explains why it was only \$100,000 that he actually did write.

5. The good agent is willing to pay the price in work and study and persistence, in constantly striving for his goal. The poor agent is accepting the pleasure of the moment, too late starting every morning, too much listening to the radio, too often waiting until tomorrow.

The Colonial Life promoted N. J. Spelle to manager at Pittsburgh, and Martin Ruane at East Liberty, N. Y.

Production Efforts Studied

One value of time control is that it offers agents and managers an opportunity to study the records so compiled to see why sales efforts are not accomplishing the desired results. In the table below prepared by F. A. Brunner, assistant manager of the H. A. Chipman

agency of the Equitable Life of New York at Columbus, O., is an analysis of the efforts of 77 full time agents during July. The table below shows the month's results of the agency divided into seven units and the weekly average of each agent.

TOTALS FOR MONTH BY UNITS

	No. of Agents	Total No. of Calls	Total No. of Inter.	Total No. of Apps.	Total Vol.	Av. No. Calls Per Man	Av. No. Inter. Per Man	Av. No. Apps. Per Man	Av. Vol. Per Man
Unit A.....	14	1,883	657	97	\$ 291,060	120	47	6.92	\$20,790
Unit B.....	7	747	334	57	165,915	107	48	8.14	23,702
Unit C.....	12	1,766	547	78	376,524	147	46	6.5	31,377
Unit D.....	14	1,810	789	84	273,787	129	56	6.	19,556
Unit E.....	14	1,543	535	91	153,462	110	38	6.5	10,962
Unit F.....	12	1,762	510	81	171,579	147	43	6.75	14,298
Unit G.....	4	638	171	17	40,558	160	43	4.25	10,140
TOTAL.....	77	9,949	3,543	505	\$1,472,885	129	46	6.56	\$19,128

WEEKLY AVERAGE PER AGENT

	No. of Calls	No. of Inter.	No. of Apps.	Volume	No. of Calls to Each Inter.	No. of Inter. to Each App.	Aver. Case
Unit A.....	27	10.4	1.54	\$4,620	2.6	6.8	\$3,001
Unit B.....	24	10.6	1.81	\$5,267	2.2	5.9	2,911
Unit C.....	33	10.2	1.44	6,973	3.2	7.1	4,827
Unit D.....	29	12.4	1.33	4,346	2.3	9.3	3,259
Unit E.....	24	8.4	1.44	2,436	2.9	5.8	1,686
Unit F.....	33	9.5	1.50	3,177	3.4	6.4	2,118
Unit G.....	35	9.5	.94	2,253	3.6	10.2	2,385
GENERAL.....							
AVERAGE.....	29	10.2	1.46	\$4,251	2.8	7.0	\$2,917

*Since there were 4½ working weeks in July, these averages were worked out on that basis.

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**A. M. Best Urges
Drastic Measure**

(CONTINUED FROM PAGE 3)

numerically represent less than 60 percent of all the companies operating, the total being about 325. The remaining 4 percent of the life insurance business, he said, is in companies ranging in position from slightly below to very far below what reasonable standards of safety require.

Says Weak Companies Are Numerous

In other words, Mr. Best holds, the weak companies are numerous but singly or in the aggregate, of relatively little importance to the entire life insurance business. He said that the insurance in force in the questionable companies totals \$4,000,000,000, which is important even in comparison with the total aggregate. Mr. Best pointed out that one billion silver dollars, one on top of another, would make a pile 63 miles high so that the four billions of insurance in what he termed unsound companies would make a stack 250 miles high. He took the position that this offers a subject sufficiently important to call for the support of all friends of insurance. Mr. Best contended that if one policyholder was deceived by one false statement indicating that an insolvent company was sound and reliable, that one incident would call for a vigorous denunciation.

Help of Insurance Departments

The unsound life companies, Mr. Best held, are located in a number of states. In some of the worst states not only is nothing of a remedial character being done by the commissioners, but every effort is being made by company managements and in some instances by insurance departments to suppress the truth. Such efforts, he said, have taken many forms, including attacks upon those who criticize the bad condition, attempts to enact laws which would suppress criticism and by resolutions and rulings having the same end in view. The insurance commissioners, he said, are being subjected to all sorts of pressure. The importance of these movements, Mr. Best held, should not be minimized. He emphasized the statement that all this great activity for suppressing unfavorable facts can benefit only officers and stockholders of the companies affected. But the policyholders are exposed to danger.

Charges Dishonest Advertising

Mr. Best said that these unsound companies have resorted to utterly dishonest advertising in various forms to bolster up the confidence of their policyholders and to extend their business. He called attention to a half page advertisement appearing in the daily press of one state which consisted of a complete reprint of a report on a company, the assets of which had been shortly before appraised by completely disinterested but not unfriendly interests.

Mr. Best said the appraisal showed that the very substantial surplus and capital claimed by the company in its sworn annual statement were wiped out and its policyholders were impaired by millions of dollars. But, Mr. Best, said, the impression conveyed by the press report was that the assets were of the highest quality and the management unsurpassed.

Should Meet the Issue

Mr. Best said that everyone who loses money through the failure of an insurance company becomes a bad press agent for the entire insurance business. He took the position that the longer the closing of unsound companies is deferred the greater the loss to policyholders will be in the long run. The shock must be taken some time, said Mr. Best, and "let us get the thing out of the way and by so doing minimize the loss of policyholders."

Mr. Best made two suggestions. First, that policyholders exercise care that the importance of the matter deserves in selecting companies in which to insure and, second, that they continue to drive into the consciousness of every policyholder the fact that the primary consideration outweighing in importance all others is unquestioned and unquestionable strength and reliability.

**Annuity Digest for 1935
Shows Striking Trends**

(CONTINUED FROM PAGE 3)

standardization is now appearing in the provisions of annual premium retirement forms, but there is still, however, a wide variation in rates. A very considerable portion of the Annuity Digest is devoted to giving the data on these contracts which still have many different and sometimes confusing names.

New Section on Settlement Options

An entirely new feature of the Annuity Digest is a section devoted to settlement options, which has been added to assist the agent in including existing life insurance in a retirement program. In this section, at the end of book and given separately because it is a separate subject, the incomes payable per \$1,000 of cash value under the various options are given for those companies allowing cash values of life insurance to be so applied.

Selling singly at \$3, or less in quantities, orders for the new Annuity Digest should be sent directly to the publication office, THE NATIONAL UNDERWRITER Co., 420 East Fourth St., Cincinnati.

Plan for Institute Meeting

The board of governors of the American Institute of Actuaries had a session in Chicago to make preliminary plans for the program for the fall meeting in Chicago Oct. 31-Nov. 1. R. C. McCankie, assistant actuary of the Equitable Life of Iowa, president of the institute, had charge of the session.

Positive management

that's what I professed in my blind ad of Aug. 23rd, to be able to give.

Not "Smart Aleck" ideas but positive methods that have always worked in specialty organizations and are applicable to life insurance.

Hiring and managing salesmen working on commission is a fine art and has been my life work.

One hundred dollars a week salary is what I ask because my methods require it.

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